

INSIDE DOPE

by GEORGE F. TAUBENECK

Story of the Week
Who Can Pay?
Another Canadian Voice
Out of Our Mailbag
Verses of the Week
Quotes of the Week
Gloss-Roots Philosophy
Here's a Quickie
Short Essay on Prices
Famous Last Words
Who's Wrong Now?
Gags of the Week
My Favorite Quotation

Story of the Week

At her hairdresser's Mrs. Schmoe was called to the phone. Sad message: Her dress-manufacturing husband had dropped dead.

"How could he?" she mourned. "In the middle of the season?"

Who Can Pay?

For the guidance of treasurers, retailers, and salesmen, a division of the National Retail Credit Association recently completed a survey to determine which occupational groups were the best and which the poorest credit risk.

This list is based on averages, and, of course, there are exceptions to each group. The list is, therefore, of a general aid to merchants, business and professional men ONLY when a complete credit report is secured from a CREDIT BUREAU on the individual application for credit.

Using 100% as a perfect record, this appraisal rates occupational jobs as shown in the following table:

1. Office employees	92.2
2. Retail grocers	89.8
3. Chain store grocers	89.2
4. Other retailers	89.0
5. Schoolteachers	86.4
6. Railroad trainmen	85.8
7. Railroad shopmen	85.2
8. Retail salespeople	83.2
9. Dentists	82.2
10. Doctors	80.4
11. Nurses	71.2
12. Farmers (owners)	70.8
13. Factory workers	70.0
14. Traveling salesmen	68.8
15. Service station employees	63.0
16. Factory workers (women)	61.0
17. Lawyers	60.8
18. Auto mechanics	60.0
19. Janitors	60.0
20. Farmers (tenants)	59.2
21. Brick masons	59.0
22. Firemen and policemen	58.2
23. Railroad trackmen	57.8
24. Coal miners	57.6
25. College students	55.6
26. Domestic servants	55.2
27. Carpenters	52.6
28. Hotel employees	48.2
29. Auto salesmen	47.0
30. Common laborers	46.0
31. Restaurant employees	44.6
32. Barbers	42.8
33. Truck and bus drivers	42.6
34. Painters and decorators	38.2

Another Canadian Voice

"If free enterprise is to be saved," Wallace F. Bennet told a group of industry executives recently, "it must be shared."

"If it stops at the front office, it is doomed. But if it floods the plant and fills the lives of everyone there, no one can destroy it."

"If we have the wisdom and the courage to act, we should see to it that our employees understand that free enterprise is the privilege of every North American and that they are a vital part of it."

"To do this, we who manage industry must take every opportunity for teaching this truth to the people who work for us."

Out of Our Mailbag

"We have fastened upon ourselves a new kind of slavery in which the worker is tied down by seniority. He can't leave his job, and often he can't ask for transfer from his own department, because his seniority would be affected."

"The situation, in which the odds are so discouraging to anyone who wants to do something else or better himself doesn't leave men free."

"Immemorially Americans have sought to better themselves. Our

(Concluded on Page 4, Column 1)

ISSUED EVERY MONDAY AT 450 W. FORT ST., DETROIT 26, MICHIGAN. ESTABLISHED 1926.



AIR CONDITIONING & REFRIGERATION News

Vol. 62, No. 8, Serial No. 1144

February 19, 1951

Subscription Price \$5 Per Year

Reentered as second-class matter October 3, 1936 at the post office at Detroit, Michigan, under the Act of March 3, 1879.
Trade Mark Registered U. S. Patent Office. Copyright 1951, by Business News Publishing Co.

Servel Lowers Prices Copper Order Not On 8-Model 1951 Refrigerator Line Likely To Close Commercial Mfrs.

NEW YORK CITY — "Sweeping" design changes and "generally lowered" prices are the main features of the eight-model 1951 silver anniversary line of Servel refrigerators which this year carry an unprecedented 10-year warranty covering every model.

The new refrigerators, currently being unveiled to the public by dealers and distributors, were introduced by John K. Knighton, general sales manager of Servel, Inc.

Knighton said the refrigerators "offer more food storage room yet occupy less kitchen floor space than any other models with comparable capacity."

He explained that "radical" design revision in Servel's gas absorption unit now allow almost complete

Plan Cut In Steel Copper and Aluminum For Consumer Goods

WASHINGTON, D. C. — A specific reduction by 25-40% in the quantity of steel, copper, and aluminum that can be used in consumer durable goods is being planned by the government to go into effect in the second quarter, the National Production Authority announced last week.

No elaboration on the plan has been forthcoming since the original disclosure of the plan, which followed a meeting of NPA officials and representatives of the automotive plan, who are said to have expressed violent opposition to the plan.

The exact products to which the materials reduction program would apply were not specified. One NPA spokesman referred to "stoves and refrigerators" in addition to automobiles. Another spokesman said it would apply to electric housewares items, but this was denied by another source. No mention was made of air conditioning or commercial refrigerator equipment.

The order will not call for a reduction in the number of products made, but would specify a percentage reduction in the critical materials used. It was also indicated that deeper cuts might be expected later.

Retailers May Have To Post 'Frozen' Prices

WASHINGTON, D. C. — Retailers may have to post their "frozen" prices in their stores, if some members of Congress have their way.

The "price freeze" regulation calls upon the retailer to have prepared by March 1, a list of ceiling prices on products and/or services which he offered for sale in the base period Dec. 19-Jan. 25, but does not specify any "posting" of the prices.

However, in a recent session with the Senate Banking Committee, Defense Mobilization Chief C. E. Wilson was reportedly told by Sen. Capehart of Indiana that retailers should be made to "post such a list in a conspicuous place" in their stores. Sen. Capehart was said to have replied that "he didn't know why this hadn't been done."

In the meantime, the rumored new order that would "freeze" the retailer's margins has apparently been held up again, although Office of Price Stabilization officials claim it is almost certain to be issued.

DETROIT — Will the National Production Authority's copper order M-12 as amended Dec. 30 operate to bring about a shutdown of the manufacture of some commercial refrigerator items, such as refrigerated display cases and soda fountains?

While some rumors have circulated to this effect, there have been no interpretations of the copper order from NPA authorities that would indicate in any way that manufacturers of such products would have to "shut down."

Principal reason for the rumor apparently was the inclusion of "refrigerator display cases" and "soda fountain equipment" (except for carbonators) in the list of items in the amended order M-12 in which the use of copper products was prohibited. However, it is believed that the exception applied to many other items "where the use of such products is essential to the proper service or functioning of the parts" can probably be applied to these products. The opinion of one individual close to the situation states:

"The order in its present form prohibits the use of the metal for decoration and trim; but permits its use for functional parts. However, due to the fact that the framers of the order neglected to spell this out as it applied to refrigerated display cases, an amendment is on the way that is expected so to do."

(Concluded on Back Page, Column 5)

Mitchell 1/3-Hp. Unit Priced at \$229.95

CHICAGO — A list price of \$229.95 has been placed on the Mitchell Mfg. Co. 1/3-hp. room air conditioner, introduced to the field during the recent Heating & Ventilating Exposition in Philadelphia.

The 1951 Mitchell room cooler line also includes a 1-hp. "heavy-duty" model, and 1/2-hp. and 3/4-hp. models. Featured with the 1/3-hp. model is the "Mitchell Mount." This is a special mounting cradle which permits the window to be lowered between the decorative cabinet and the outside cabinet.

General construction features which will be emphasized by Mitchell include the "dyna-cooling" principle designed to eliminate bends and other obstacles to the rapid flow of refrigerant through the cooling system; the "Turbo-Dryer" for providing maximum dehumidification; and the "Air-Scoop" fan.

Congressional Action May Be Delayed for Months On Proposed 25% Excise Tax on Refrigerators

WASHINGTON, D. C. — The big news on the administration's proposed increase to 25% on excise taxes on refrigerators and other products is that in all probability it won't come into being very soon.

The House Ways & Means Committee, where tax measures originate, turned down President Truman's request for speedy action on a separate tax measure which would have included the boost in excise taxes. The committee said it would want "full dress hearings" on any tax measures, and expressed a desire to wrap new tax measures up in one package.

Some observers believe this would mean that final action on an increase in excise taxes might not come about until well into the summer months.

Carrier Keeps New Lines Within Govt. Defense Limitations

SYRACUSE, N. Y. — A complete line of new or improved air conditioning and refrigeration products—within the present limitations of the national defense program and with some models to be produced only on defense orders—was announced recently by Carrier Corp. for sale through its distributor-dealer organization. It will cease distribution of home freezers through its own distributing organization.

William Bynum, Carrier vice president and general sales manager, stated that the company's 1951 line includes three instead of six models of room air conditioners; five packaged "Weathermakers" in sizes ranging from 3 to 15 hp.; and improved cold diffusers and evaporative condensers in expanded capacities.

Also included are an improved ice cube maker; a now completely portable "Humidry" for pulling moisture out of damp spaces; a new model cooling tower; a wide range of reciprocating compressors; and commercial Weathermakers up to 75 hp. for commercial and industrial use.

In addition, Carrier will increase the previously limited production of a new year-round residential air conditioning unit.

A completely new line of hermetic

(Concluded on Page 21, Column 3)

No Wage Freeze for Commission Salesmen

WASHINGTON, D. C. — No hard freeze of the earnings of salesmen working on a commission basis was intended under General Regulation No. 1 of the Wage Stabilization Board, the WSB recently assured Louis A. Capaldo, president of the National Council of Salesmen's Organizations.

Though Capaldo's request for clarification was for wholesale salesmen specifically, the board's ruling apparently applies to all salesmen.

Section 5 of Wage Stabilization Regulation 5 permits variations in individual earnings above those of the freeze date (Jan. 25) if those variations result from "normal operation of a system for payment of commission on sales or business transactions," the WSB said.

The board further explained that if a salesman's commissions increase due to increased sales after Jan. 25, he may be paid those added commissions without prior approval by the WSB.

The fight against the tax by the industry will probably take the logical lines that it is discriminatory, and also that it is shortsighted in terms of its expected accomplishments. Says C. T. Lawson, vice president in charge of sales of Kelvinator and a past president of National Electrical Manufacturers Association and active in Nema affairs:

"In our opinion, refrigerators certainly are necessities in the average household today and essential to efficient handling of the American food supply. The proposed excise tax on refrigerators, therefore, appears to place a disproportionate burden on families needing refrigerators, which already are taxed heavily in relation to most other necessities."

(Concluded on Back Page, Column 5)

Frigidaire Has New Features In Full 1951 Lines

'Refrig-O-Plate' in 2-Door Model Is Self-Defrosting; Range Has Two-Temp Oven

DAYTON — New 1951 lines of Frigidaire appliances, highlighted by newly-styled household refrigerators designed for once-a-week shopping and electric ranges featuring a revolutionary new "Wonder Oven," are now being introduced to dealers, announces P. M. Bratten, Frigidaire's general sales manager.

The 1951 lines of Frigidaire appliances include: Four types of refrigerators with capacities ranging from four to 17 cu. ft.; electric range models in 40, 30, and 21-in. sizes, home laundry equipment featuring an automatic electric clothes washer, drier, and electric ironer; food freezers; electric water heaters; kitchen cabinets and sinks; and a dehumidifier. Distinctive new Raymond Loewy styling and advance engineering design have been incorporated into the line.

Top model of the broad new refrigerator line is the 10-cu. ft. two-door Imperial refrigerator (10-100), which provides three kinds of cold—each with its own refrigeration system, operated by a single rotary "Meter-Miser" compressor. Like all models in the line, it offers large

REFRIGERATORS

Model	Price
SO-73	\$234.75
SO-82	244.75
MO-71	256.75
MO-81	287.75
DO-90	345.75
DO-107	382.75
IO-100	495.75

RANGES

RO-30	178.75
RO-35	214.75
RO-40	295.75
RO-50	337.75
RO-60	364.75
RO-70	389.75

flexible capacity and safe cold, which permits the housewife to buy and store foods for longer periods of time. This fits in with the popular desire for once-a-week shopping.

The big "Locker-Top" freezing compartment equipped with a separate door to conserve cold and reduce operating cost, will hold up to 73 lbs. of frozen food. Below-zero cold is provided by refrigerant coils in sides, back, top, and bottom for long-time storage of frozen foods. Four 2-lb. capacity "Quickube" ice trays of a distinctively new "Ice-Blue" and golden finish, rest on special built-in shelves.

The shelf area in the large food storage compartment below is refrigerated by a "Refrig-O-Plate," located on the back wall. This separate system provides constant refrigeration and collects excess moisture from the air, as frost, and automatically defrosts itself, without attention. Also featured are sliding and adjustable aluminum shelves. Total shelf area is 18.5 sq. ft. A handy basket drawer of 5.7-qt. capacity can be used for storing eggs, cheese, bacon, and other small package items.

Big bin-sized "stack-up" Hydrators with transparent tops, located at the bottom of the food compartment and refrigerated by "Cold-Wall" cooling coils in the cabinet walls, provide cold, moist air that will keep nearly a bushel of vegetables.

Two deluxe models are distinctive

(Concluded on Back Page, Column 1)

NPA Plans Aid to Dairy Equipment Industry

WASHINGTON, D. C. — The National Production Authority is developing a program to provide materials for maintenance, repair, and operating supplies for defense and other essential industries.

NPA officials made this known to dairy equipment industry representatives who recently appealed to the agency for assistance in obtaining sufficient supplies of stainless steel to keep the nation's dairy industry operating at high levels.

(Concluded on Back Page, Column 4)

'Vadnits' Cut Cost of Co-op Advertising, So Viking Passes Saving on To Dealers

CLEVELAND — By streamlining procedure to cut the operating costs of its dealer cooperative advertising program, Viking Air Conditioning Corp. here has been able to substantially increase advertising allowance to dealers on its window fan, according to the company.

Key to the new time and money-saving cooperative advertising system is a coupon redeemable by dealers towards local cooperative advertising.

The concern attaches a coupon, one for each window fan, to the invoice for the fans going to the distributor. When rebilling to the dealer, the distributor attaches the coupons to the dealer invoice on the same basis of one coupon for each fan.

"This in turn saves the distributor time and money since he does not have to set up individual cooperative advertising accounts for each dealer," the company pointed out. "Of course neither Viking nor its distributors has to issue monthly statements on the individual cooperative advertising accounts since the dealer will always know his balance through the number of coupons he has on hand."

The coupons are called "Vadnits," deriving this name from the words "Viking ADvertising uNITS." Each coupon is worth \$3 towards regular 50-50 dealer-manufacturer cooperative advertising. For simplification, Viking gives the same cooperative allowance on both of its two models of window fans.

To redeem the coupons, the dealer bills Viking for 50% of the dealer's local advertising and attaches to his invoice a tear sheet of his advertisement or certified copy of radio scripts, together with media invoice showing amount paid by dealer, it is pointed out.

Viking pays the dealer up to one half the space or time cost if the dealer attaches Vadnits equal to or exceeding one half this cost. If the dealer attaches less than enough Vadnits to cover one half the cost he is reimbursed up to the face value of the Vadnits. This is done to avoid the bother and expense of handling fractional differences between the dealers cooperative claim and the value of Vadnits that are submitted.

Viking has a merchandising package which includes dealer advertisements and radio spot announcements. The dealer is urged to use this material for local advertising but he is permitted to tailor it to fit his local needs.

Viking furnishes much of the necessary merchandising material free. However, one item, a display, may be purchased entirely with Vadnits with no cash participation by dealer. However, this offer is limited, one to a dealer. He must purchase additional displays.

It is believed that the Vadnit system is sufficiently flexible to adapt to any variation of cooperative advertising that might be developed in the coming years.

Alloy Mfrs. Hit By NPA Nickel Order Amendment

WASHINGTON, D. C.—The National Production Authority has amended its basic nickel order so as to prohibit manufacturers of nickel alloys from extending priority ratings to replace nickel used prior to Jan. 1 for the production of stainless steel, high nickel alloy, nickel silver, or any other nickel-bearing alloy materials.

The amendment was issued, according to the NPA, in order to determine immediately how much nickel is needed for nickel alloys and so these requirements can be balanced with supply. Previously, manufacturers were allowed a three-month period in which to replace this nickel taken from inventory.

Manufacturers are still permitted to extend "DO" ratings to replace nickel-bearing alloys if they were melted prior to Jan. 1 and sold after that date.

Worthington To Divert Overflow To New Plant

OIL CITY, Pa.—Sale of the plant and equipment of National Transit Pump and Machine Corp., was completed here on Feb. 12 as Worthington Pump & Machinery Corp. took possession of its facilities.

The miscellaneous overflow from Worthington's other factories will be diverted here, according to Austin C. Ross, vice president in charge of Worthington's Buffalo plant, who will also have administrative charge of the plant here.

Neb. Legislature Gets Bills on Sales Tax, Trade School, Milk Storage

LINCOLN, Neb.—The appliance and air conditioning dealers and distributors of Nebraska are watching with interest three bills introduced in the current session of the state legislature to enact a two per cent state sales tax, abolish the state trade school at Milford, and make into law the four-day cream regulation issued last May by Director of Agriculture, Rufus Howard.

The perennial sales tax bill calls for a 2% levy on articles bought in or for use in Nebraska, and would raise an estimated \$25,000,000 annually. Collection of the tax would begin Oct. 1, 1951, and retailers thereafter would make quarterly reports to the state treasurer.

Senator George Syas of Omaha introduced the bill to do away with the state trade school, where large classes in refrigeration and air conditioning service and sales now are conducted.

He expressed fear that in time the school would be expanded to include training of skilled workers now being trained at management expense under the supervision of the craft unions.

Dealers in coolers for milk and cream storage on the farm, and dairy farmers, particularly the latter, are vigorously opposing the bill making the four-day cream regulation into a state law.

Farmers declare the law would be "unfair and unenforceable" and that

they prefer to have their cream bought on a quality basis. They contend that farms with mechanical refrigeration can store cream and keep it in No. 1 condition for weeks, while farms without such refrigeration facilities could not. Farmers also believe produce stations and creameries should be made just as responsible for the quality of cream as are the farmers.

Darby Associates Cover Washington for REWA

CINCINNATI — In a move to assure its members a timely source of information regarding the day to day developments in Washington, the Refrigeration Equipment Wholesalers Association announced recently the appointment of Darby Associates as Washington correspondents for the group.

The announcement was made by Edward Marsden, chairman of the association's Washington contact committee. Marsden said that the association needed a positive and authoritative source of information for its members which would cover orders and regulations and an interpretation of such orders in a manner which would be of help to the wholesaler.

To insure that the industry viewpoint is properly interpreted they have retained Sterling F. Smith who is widely known in the refrigeration and air conditioning industry for his work as chief of the refrigeration and air conditioning division of the War Production Board during World War II.

San Diego Appliance Bureau Opens Space Sale In Spring Fair, April 25-29

SAN DIEGO, Calif.—The Bureau of Home Appliances of San Diego County has announced that space reservations are now being accepted for its second annual Spring Fair of Frozen Foods and Refrigeration.

The non-profit show will be staged April 25-29 in the Electrical building, Balboa Park here. The fair will open at 6 p.m. April 25; thereafter, exhibit hours will be from 1 p.m. to 10:30 p.m. There will be no admission charge to the public.

The following types of exhibits or displays are eligible:

Manufacturers, distributors, or exclusive representatives of all makes of refrigerators, freezers, and frozen food display equipment; manufacturers or distributors of all commercially packed frozen foods; processors of meats, dairy products, and other refrigerated foods; locker plants; manufacturers or distributors of packaging materials or other equipment having some connection with the frozen foods or refrigeration industries.

As it did last year, the bureau is inviting nationally-known economists of representative freezer manufacturers to conduct frozen food demonstrations throughout each afternoon and evening. The demonstrations will accent all the commercially packed frozen food brands represented in the fair.

Every accepted advertising and promotional medium will be used to

attract a record attendance, according to J. Clark Chamberlain, secretary-manager of the bureau who is show manager. Last year's fair drew nearly 90,000 visitors.

"A repetition of the outstanding special newspaper section, devoted exclusively to Spring Fair advertising and publicity, is planned," Chamberlain said. "In addition, radio, television, outdoor and traveling displays, and general city and county newspaper coverage will be used."

Members of the bureau's show committee are O. G. Thompson, G-E Supply Corp., chairman; Ed Reed, G-E Appliance Corp., vice chairman; Gene Cramer, Electric Supplies Distributing Co.; R. T. Redfield, Graybar Electric Co.; E. W. Meise, San Diego Gas & Electric Co.; George Porter, Gough Industries; and Lee Bornstein, Lee Distributing Co.

In order to insure close coordination of the interests of all exhibitors, a frozen foods advisory committee has been established to work with the show committee. The advisory committee consists of all San Diego organizations engaged in the production or distribution of frozen foods.

MORE INFORMATION?

Use Handy Coupon on "What's New" Page of this issue.

Our dealers are doing business in a big way WE'LL TELL YOU WHY...

BRUNNER
SINCE 1906

AIR CONDITIONING



First of all Brunner Air Conditioning Units, both self contained and remote, are Brunner built. We have absolute control over every point and every design feature that contributes to their maximum efficiency.

Buyers know what they want. Air conditioning is no longer new and in a highly competitive field prospects will choose carefully. Brunner units are built for long, dependable, care-free operation and these qualities are instantly recognized in comparison.

Brunner has customer acceptance. This name is no stranger to folks who buy refrigeration and air conditioning.

Brunner takes care of their dealers. Modern factories, skilled workmen and specialized production lines give you what you want and when you want it.



THERE'S MUCH MORE TO BE TOLD so fill in below and our factory sales engineer will stop by with all the facts of why you could well be sharing in this profitable business. We'll send 1951 literature along at once.

CUT OUT AND MAIL

Name

Company

Address

City and State

BRUNNER
SINCE 1906

AIR CONDITIONING

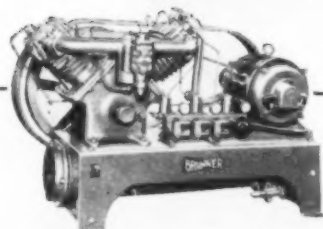
- Self Contained 3 HP. to 10 HP.
- Remote Type 3 HP. to 75 HP.

BRUNNER MANUFACTURING CO., Utica 1, New York, U. S. A.

REFRIGERATION CONDENSING UNITS by

AIR AND WATER COOLED MODELS—a size and type for every purpose... 1/4 HP. TO 75 HP.

BRUNNER
SINCE 1906



FINE LINE of BEVERAGE COOLERS

Fast, efficient cooling The work-horse of beverage coolers

Sizes: 12, 22 and 32 case capacities with self-contained units. 17, 27 and 37 case capacities for remote installation.

YOU CAN'T BEAT THE VICTOR

For information write:

VICTOR
MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZE
PRODUCTS CORPORATION • HAGERSTOWN, MD.



Star performer in a family of stars for 1951!

A GAIN THIS YEAR, Kelvinator has developed for its retailers a great new refrigerator line, topped by a star performer . . . the Twin Control refrigerator-freezer combination! It's a star performer in what it means for the user . . . and it's a star performer in what it can do for the retailer!

For the user, this Twin Control Kelvinator means a control and flexibility in foodkeeping never possible before. That's because it's a refrigerator-freezer combination with *separate* controls for its two compartments . . . one control to give the user faster zero-cold temperatures in the big freezer chest, the other to give control of both cold and moisture for finest foodkeeping in the refrigerator compartment. And once the right cold and moisture are dialed, no defrosting of this fresh-food compartment is required. Kelvinator's new Humidiplate defrosts quickly, automatically . . . yet maintains the cold and moisture as dialed!

For the dealer, this Twin Control Kelvinator means another great new opportunity like that opened to him when Kelvinator introduced

cold-clear-to-the-floor. It enables him to meet squarely the demand of the increasing proportion of refrigerator buyers who want the finest in foodkeeping performance . . . who want the refrigerator that's best for the years ahead. So it gives him a clincher for a higher percentage of those more profitable top-of-the-line sales!

Here, indeed, is a real star performer in Kelvinator's family of stars for Kelvinator dealers in 1951. And here again is timely, practical fulfillment of that pledge in the Kelvinator Franchise, which states:

"The history of Kelvinator products is a history of engineering achievement . . . a challenging record of important 'firsts.' Thus, the most advanced thinking will be found in products that bear the Kelvinator name. When Kelvinator heralds a new line, the unusual may rightly be anticipated . . . revelations in styling . . . advanced utility . . . new steps ahead in efficiency, economy and carefree performance . . . brilliant features with strong consumer appeal and practical usefulness in the home. These characteristics will ever identify the products of Kelvinator!"

GET MORE

Get **Kelvinator**

TUNE IN! Kelvinator's new television show, "Star of the Family," starring Morton Downey. See your local paper for day, time and station.

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

ELECTRIC REFRIGERATORS . . . RANGES . . . FREEZERS . . . WATER HEATERS . . . AIR DRIERS

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

grandfathers, if they were safely situated but dissatisfied with the meagerness of their livelihood, packed their families and goods into a Conestoga wagon, haltered a milch cow to the tailgate, and set out to find richer, less crowded fields. Or they looked for a better job, or went into business for themselves.

"They were FREE men."

"And I envy them."

LOYAL Reader.

Verses of the Week

The thrifty-wise
Are apt to say
They're saving for
A rainy day;

But cash, I think,
Buys much more fun
When spent, while there is sun!

—INA S. STOVALL

Quotes of the Week

"No mariner ever enters upon a more uncharted sea than does the average human being born in the 20th century. Our ancestors thought they knew their way from birth through eternity; we are puzzled about day after tomorrow."—WALTER LIPPMANN, in his book, *Drift & Mastery*. (Holt).

"A house without books is like a room without windows."—HORACE MANN.

"When nothing seems to help, I go and look at a stone-cutter hammering away at his rock, perhaps a hundred times without as much as a crack showing in it. Yet, at the hundred and first blow, it will split in two, and I know it was not that last blow that did it, but all that had gone before."—JACOB A. RIIS.

"Contemporary man has become the slave of fear, anxiety, nervousness, and high tension since the discovery of the atom and hydrogen bombs. He no longer possesses peace of mind and mental equilibrium, for he is afraid of tomorrow and what it might bring."—RABBI HERMAN A. GLATT.

Grass-Roots Philosophy

"Are you willing to forget what you have done for other people and remember what other people have done for you; to ignore what the world owes you, and to think what you owe the world; to put your rights to the background, and your duties in the foreground; to see that your fellowmen are just as real as you are, and try to look behind their faces to their own hearts, hungry for joy?"

"Are you willing to confess that probably the only good reason for your existence is not what you are going to get out of life, but what you are going to give to life, to close your book of complaints against the universe, and look around you for a place where you can sow a few seeds of happiness?"

"Are you willing to do these things for even a day?"—ANON.

Here's a Quickie

The late Henry Ford never used an office because he found he could get out of the other fellow's office faster than he could get the other fellow out of his.

Short Essay on Prices

Free pricing indicates quickly and certainly whether we have too much or too little of anything. Committees and bureaus aren't needed to tell us—too late for action—that production and consumption are out of gear.

Socialism "skews" this gearing backward. An "expert" issues orders for production and consumption without knowing the actual wants and needs of consumers.

When free pricing is the order for the day, potential buyers are free to purchase or reject.

The right to buy or not to buy is vital to the economic health and personal liberty of everyone.

Famous Last Words

"Communism is an equality between eagles and sparrows, between butterflies and bats; it would consist in putting all the birds in the same cage and all the colors in the same twilight."

"I want none of it."

"Communists: your enemy is the property fence. Tyranny is my foe. I prefer to overthrow thrones than tear down my neighbors' dykes."—VICTOR HUGO.

"Great works are performed not

by strength but by perseverance."—SAMUEL JOHNSON.

Who's Wrong Now?

We quote an editorial from *Modern Refrigeration*, a British paper:

"Quick-freezing, as the highest form of refrigeration, has had, in the immediate post-war years, a queer period for testing its paces. In some ways, perhaps, the contrast of food supply conditions around it may have tended to act in its favour, but the general frustration of all manner of limitations has constituted the main atmosphere, from which the years alone can restore it."

"In regard to fish marketing, the year ahead will be the first to test fully the future of quick-freezing in this trade, the removal of price control having paved the way for the operation of a quality market. Such pioneer work as the North British Cold Storage Co. has put in at Leith richly deserves its reward, and it is to be hoped that the fish section of the quick-freezing trade will receive as ready and as intelligent co-operation from the retailer as that to which the processors of other foods are looking forward."

"It is a matter for some doubt, perhaps, whether fruit farmers themselves ever give much thought to the fact which they, as a class, may overlook altogether, and that is that the advent of refrigeration as a practical helpmeet to fruit marketing has really revolutionized the industry. The fruit farmer with his gas store and the South African with his citrus exports are only individuals in this view of the case; the fruit industry of the world would shrivel tomorrow like a forlorn scump if the prop of attestation were taken away. This thought may be commended to those authorities who, in one way or another, have industrial planning on hand."

"A recent trial purchase by New York of Australian frozen lamb affords a glimpse of what might well happen to the meat supply of Great Britain if the present Government were to nationalize the meat industry. According to the Commonwealth Minister for Commerce and Agriculture, in such a case the old competition which existed for prime meat will not survive. Australian meat raisers, therefore, are keen that any arrangements made with the U. K. should permit Australia to explore other markets."

"Nobody having any knowledge of meat markets doubts that the permanent Government control of the meat trade, including supplies from overseas, would sound the death knell of the quality market. Bulk buying not only excludes quality premium from a meat transaction, but it prepares the way for degradation of quality in all succeeding business. New Zealand and Australia have already suffered cruelly in relation to the quality reputation of their meat from Control business, and it cannot take much to persuade their exporters of the inferiority of the home market once the change were imminent."

"Such a course of events would be too Gilbertian to imagine; it would

be ludicrous for one Government Department to undo all the good that another has achieved, for, as the secretary of the D.S.I.R. has lately recorded in a special supplement of *The Times*, in the course of their work Government food scientists have travelled practically all over the world to bring their knowledge and experience to bear on the improvement of our food supplies."

"Besides visiting Australia and New Zealand on meat problems, they have sailed to the far north with fishing fleets and have gone to Jamaica to apply the latest knowledge of gas storage to the shipment of bananas. They are also assisting in solving many colonial problems of insect infestation and food storage. This is the only kind of Government assistance that industry welcomes."

Gags of the Week

"Wives are like umpires; they make the decisions and don't think you're safe when you are out."—*Locomotive*, Hartford Steam Boiler Inspection & Insurance Co.

"It is rather easy to get your subjects to sacrifice their lives for you; but be careful in imposing too high taxes on them; this might be dangerous to you. NICCOLO MACHIAVELLI."

"Gentlemen, swinging a bat is a great tonic, a fine exercise. It strengthens the diaphragm. Besides, you may hit the ball." BILLY SOUTHWORTH.

My Favorite Quotation

"He has achieved success who has lived well, laughed often, and loved much; who has gained the respect of intelligent men, the trust of women, and the love of little children; who has left the world a better place than he found it, whether by an improved poppy, a perfect poem, or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has looked for the best in others, and given them the best he had; whose life was an inspiration, whose memory a benediction."—BESSIE A. STANLEY.

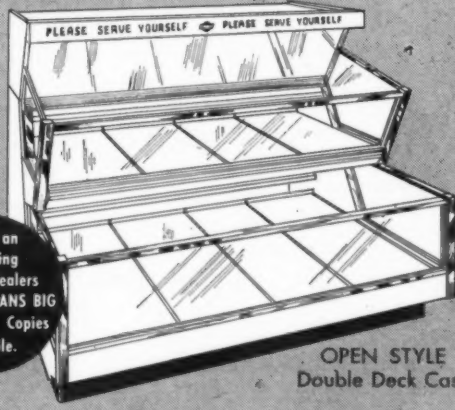


All Standard condenser coils have closely spaced fins which greatly increase the capacity. Sizes range from 1/4 to 5 h.p. A S.M.E. approval is available on special order. Standard also manufactures a complete line of receivers. Write for Bulletin SC-4

STANDARD REFRIGERATION CO.
332 S. Hoyne Ave., Chicago 12, Ill.

STANDARD

Serving America's
Finest Food Stores!



...ONE OF 62 DIFFERENT
BALLY MODELS and SIZES

Bally

REFRIGERATED DISPLAY CASES
Bally Case and Cooler Co., Bally, Pa.

HENRY

REALLY GIVES YOU SOMETHING EXTRA!

ADVANCED ENGINEERING

- 1 RELIEF VALVES** diaphragm construction, positive controlled cushion reseating with relief capacity that meets latest code requirements.
- 2 WING CAP VALVES** greater flow, bolted bonnet and self-aligning stem disc.
- 3 PACKLESS VALVES** still the only Balanced-Action valve on the market—no extra cost.
- 4 DRIERS** forged brass end caps with integral fittings, natural finish, Abso-Dry pressure sealed, dispersion tube and extra capacity.
- 5 AMMONIA VALVES** compact and strong, self-aligning stem disc.
- 6 STRAINERS** forged brass end caps with integral fittings, reinforced screen, large filtering area, distortion-proof clean-out flange.

Sold by
Leading Wholesalers

HENRY VALVE CO.
Valves • Driers • Strainers • Control Devices and Accessories
for Refrigeration, Air Conditioning and Industrial Applications
MELROSE PARK, ILL. (CHICAGO SUBURB)
CABLE: HEVALCO, MELROSE PARK, ILLINOIS

HENRY VALVE CO.
CONTROLLING FLOW SINCE 1914

Commercial Building Applications Being Taken by NPA Offices

WASHINGTON, D. C. — Applications for authorization to commence commercial construction are now being accepted by 18 field offices, it was announced recently by the National Production Authority.

Under an order issued by the NPA, commencement of most commercial construction was suspended until Feb. 15.

Application forms (NPAF-24) and information may be obtained from all regional and district offices of the Department of Commerce, which serve the NPA. However, only 13 regional offices and five district offices will accept completed applications and act on them.

Location of these offices and the areas they cover are as follows:

Boston (regional director)—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

New York City (regional director)—New Jersey, New York, and Puerto Rico.

Philadelphia (regional director)—Delaware, Pennsylvania.

Richmond, Va. (regional director)—North Carolina, Virginia, West Virginia.

Baltimore (district manager)—Maryland, except counties in metropolitan Washington area.

Atlanta (regional director)—Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee.

Cleveland (regional director)—Kentucky and Ohio.

Detroit (district manager)—Michigan.

Chicago (regional director)—Illinois, Indiana, Wisconsin.

Minneapolis (regional director)—Minnesota, Montana, North Dakota, South Dakota.

Kansas City, Mo. (regional director)—Kansas; Missouri west of the western boundaries of the counties of Schuyler, Adair, Macon, Randolph, Howard, Cooper, Morgan, Camden, Dallas, Webster, Douglas, Ozark; Nebraska, Webster, Douglas, Ozark.

St. Louis (district manager)—Missouri east of the western boundaries of the counties of Schuyler, Adair, Macon, Randolph, Howard, Cooper, Morgan, Camden, Dallas, Webster, Douglas, Ozark.

Dallas (regional director)—Arkansas, Louisiana, Oklahoma, Texas.

Denver (regional director)—Colorado, New Mexico, Utah, Wyoming.

San Francisco (regional director)—Arizona; California north of the northern boundaries of the counties of San Luis Obispo, Kern, San Bernardino; Hawaii; Nevada.

Los Angeles (district manager)—California south of the northern boundaries of the counties of San Luis Obispo, Kern, San Bernardino.

Seattle (regional director)—Alaska, Idaho, and all counties in Washington other than Wahkiakum, Cowlitz, Clark, Skamania, Klickitat, Benton, Walla Walla, Columbia, Garfield, Asotin.

Portland, Ore. (district manager)—Oregon and counties of Wahkiakum, Cowlitz, Clark, Skamania, Klickitat, Benton, Walla Walla, Columbia, Garfield and Asotin in Washington.

Northwest Appliance Dealers Pool Funds for Advertising Splash

SPOKANE, Wash.—A \$25,000 advertising program to sell appliances and to build public goodwill, confidence, and preference for dealers who are members of the Inland Empire Electrical Dealers Association is being organized by the association.

Hub of the campaign is a colorful 16-page tabloid size "buyer's guide" type of special supplement to be published quarterly in the Sunday Spokane Spokesman-Review.

First supplement is tentatively scheduled for Easter Sunday. It will feature electric ranges and the "Gold Seal" services and products of IEEEDA dealers.

Other activities in the campaign include tie-in point-of-sale materials, including various items to identify each member as a "Gold Seal" dealer; special interest-creating devices such as slogan contests; and local advertising and publicity materials for use in each town.

The association said that the program represents months of study and planning by its promotional committee and the work of a professional advertising agency.

The program is being launched, IEEEDA officials said, in the belief that strong promotional effort will be needed to sell appliances this year.

"Individual dealers are reluctant to contract for heavy advertising expenditures, but it is of the utmost importance to keep the public wanting appliances and knowing what is available and to build goodwill and confidence in reliable products and dealers," they declared.

Cost to each dealer will be \$10 per supplement, the association said.

Will TV Outlets Become War Subcontractors?

NEW YORK CITY—W. L. Dunn, vice president of Belmont Radio Corp., has come up with a plan to keep television distributors and dealers in business if total mobilization should leave them with no merchandise to sell.

He says they could assemble war materials in their own establishments. The work would call for a minimum of equipment.

Under Dunn's plan, distributors would be subcontractors for simple subassemblies required in military contracts. They would then assign the work to be done in the subassemblies to dealers with available manpower and facilities.

Norge Dealer Appointed

GULFPORT, Miss.—The George H. Leitner & Co., Inc., New Orleans, has appointed the Campbell Co. here, owned by J. Pat Campbell, as dealer for Norge appliances.

Some Gov't Agencies Can Use 'DO' Rating for Fans Bigger and Better

WASHINGTON, D. C.—The Defense Department and certain other government agencies can now use the "DO" rating to purchase office equipment and furniture, and such items as fans and dishwashers.

The other agencies that can now use the "DO" priority for such items included the Atomic Energy Commission, the National Advisory Committee for Aeronautics, and the Coast Guard.

Prior to the authorization given Feb. 12, these agencies could not use the "DO" order for such equipment, specifically prohibiting its use for such items as dishwashing machines, fans, and vending machines. It is believed that present authorization permits the agencies to use the ratings for such items.

The rating is not to be used for purchases from retail stores "except in emergency situations and then only for small amounts to prevent imminent stoppage."

National Restaurant Show To Be Held In Chicago May 7-11; 25,000 Expected To Attend

CHICAGO—The 1951 National Restaurant Show will be held in the north wing of the Navy Pier here from May 7 to 11, the National Restaurant Association announced recently.

There will be a total of 731 booths at this year's show, some 67 more than in last year's record breaking exposition. About 25,000 restaurateurs from all over the country are expected to attend.

Requests for hotel accommodations are steadily coming in at NRA headquarters, according to the association.

Concurrently with the show, the NRA will hold its 32nd annual convention from May 8 through 11. May 7 will be a special exposition preview day for dealers and wholesalers of allied industries.

"Despite government cutbacks in the production of some equipment

lines, the major manufacturers are making available to the restaurant field all of the equipment they possibly can, some even at the expense of their consumer market," a statement from the association said.

It anticipates that the 1951 show will exceed all others as a buying show.

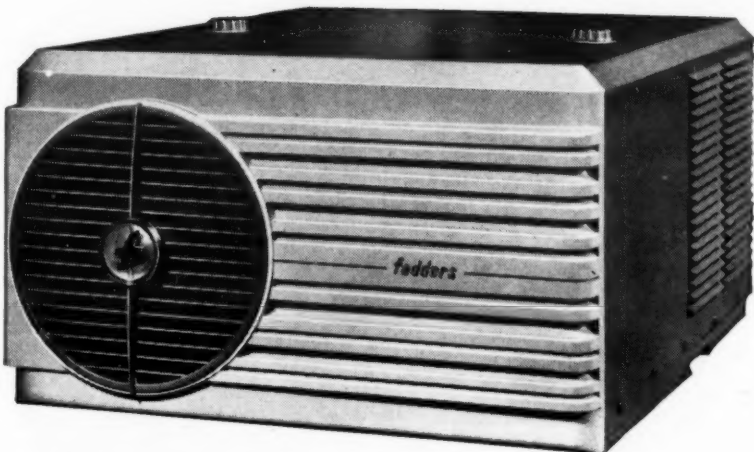
The convention program is being planned in anticipation of national economic events affecting the public feeding industry. Top flight speakers from government agencies, public and business life, and the restaurant industry will be featured.

JUST ASK US!

Turn to "What's New" page for free, useful information.

HOW FEDDERS DEALERS CAN

TRIPLE PROFITS AGAIN IN '51!



INDUSTRY
SALES
UP 100%
IN 1950

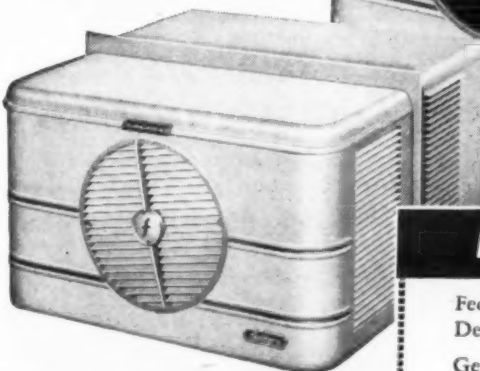
FEDDERS
SALES
UP
300%

NEW LOW PRICED UNIT

This new 1/3 ton unit is Fedders answer to high prices: a true 1/3 ton capacity room air conditioner priced to fit the budget of the mass residential market! All the cooling power needed for night-time air conditioning of most bedrooms.

NEW IMPROVED MODELS

Fedders nine-model line fits the air conditioner market like a glove. The 1/3, 1/2 and 2/3 ton window units come in strikingly designed cabinets, with choice of smart Ivory or Hawaiian Tan finishes. Then there are the 1/4, 1 and 1 1/2 ton consoles to fill out the line. All plug in like radios, have powerful sales features. Mail the coupon today, and get set to triple your profits this summer!



MAIL THIS COUPON TODAY!

Fedders-Quigan Corporation, Unit Air Conditioner Division
Dept. AC-2, Buffalo 7, N. Y.

Gentlemen: Please send me complete information on how I can make extra profits selling the 1951 line of Fedders Room Air Conditioners.

Name _____
Company _____
Address _____
City _____
County _____ State _____



A GREAT NAME IN COMFORT

Good Bank Relations

13 Rules for Establishing Satisfactory Financial Program Cited By Operator of 3 Retail Appliance Outlets

CHICAGO—"Good bank relations are as necessary as selling, buying, advertising—yet most dealers treat the problem with indifference and haste. Individually, it is the biggest selling job confronting you."

So Harry B. Price, Jr., of Price's, Inc., Norfolk, Va., declared at the recent annual convention of the National Appliance & Radio Dealers Association.

Price, who operates three retail appliance outlets and a television center in Virginia, spoke during a panel discussion on "Finance—Your Business." Other panel members were C. R. Brogan, Refrigeration Discount Corp., and W. Y. Rahn, vice president, Commercial Credit Corp.

Discussing the over-all financial side of dealer operations, Price stressed that "after 20 years' experience in this business, I sincerely believe the factor of 'confidence' has been the dominating influence behind the majority of transactions."

Confidence of Suppliers And Finance Vital

He observed: "Most success stories of this industry or any industry were possible because a man or organization gained the confidence of suppliers and finance, and with the tools made available to him, he prospered and in turn, they benefited as well."

Price then listed 13 rules for establishing a satisfactory relationship with a bank or finance company:

"1. Supply complete financial information on your operation.

"2. Don't allow inflated items to remain in your financial statement for them to criticize.

"3. Maintain good office and accounting procedure. Adequate and up-to-date records impress finance that you know what you are doing.

"4. Meet your obligations promptly. If you can't, talk with your creditor, regardless of who it might be. Let him understand why you can't pay and when you anticipate doing so.

"5. If you are handling their monies, treat such confidence as a trust and remit promptly.

"6. If you anticipate the need of cash, or credit, approach your source as far in advance as possible. It makes a very favorable impression when you say, 'Think it over. Give me the advantage of your advice. I don't need the money for a few weeks.'

"7. Ask your banker's advice and make him think he is participating in the final decision.

"8. Bankers and finance companies have a language all their own. Talk their language. Such as, don't try to sell the finance companies risky deals. Don't ask for more credit than you can justify. Talk permanency. Respond to their suggestions enthusiastically.

"9. Do not attempt to produce more volume than your capital will

justify, and in setting forth plans to finance, keep your projections within the realm of sound planning."

To illustrate this point, Price told of a personal experience.

"Back in 1936," he recalled, "we had come out of the depression and expanded our volume that particular year to \$160,000. Most of our paper was being discounted on a schedule or indirect basis with Commercial Investment Trust's indirect department in New York. Their representative called on us about the 15th of December and asked that my father, who was living at that time, and myself, come to New York and discuss our plans for 1937.

"I had drawn up a very comprehensive budget and sales plan based on \$210,000 worth of volume, and going up on the train, my father and

I discussed just what was prompting the vice president of C.I.T. to have us up on the 23rd of December for a conference.

"I felt that possibly one of the things in his mind was the fact that we were trying to handle too much business on our net worth. So I suggested to my father that when he asked the question about what we intended to do in 1937, to tell him our plans were to try to maintain the volume we had done in 1936.

"We entered Mr. Mattos' office and were there only a few minutes after the cordial greeting when he said, 'Now gentlemen, I would like to hear about your plans for 1937.' I immediately responded, without any of my figures, graphs, or papers; that we expected to try to maintain the pace we had set in 1936.

Just What He Wanted To Hear

"He very quickly made it clear that was all he wanted to know—that he felt that was the maximum amount of business we could do on our invested capital and surplus, and he felt as long as we were keeping our reins pulled in tight, and we were going to try to find the way to make the most money on a reasonable volume, he was satisfied to continue on with us exactly like we had been doing for a number of years.

"I hate to think what his mental reservations would have been if we had shown him a \$50,000 expansion program for 1937, and may I say that we took his advice.

"It was very good that we did, because in the end of 1937 and the first of 1938, we ran into a depression, and if we had expanded too much, we certainly would have been over-extended and in a jam. As it was, we worked out of it, in spite of the fact that we had to repossess 117 refrigerators in the winter of 1937-38."

Price then continued with his suggestions:

"10. Respond promptly to requests

from your discount source to assist in the collections of delinquent accounts. Your interest therein will in a great measure warrant their continued confidence in you.

"11. Respond promptly to requests from bank or finance company to pay off delinquent accounts if you are discounting on a re-purchase basis. If you cannot justify their continuing to try to collect this account, pay it off promptly, because it is upon your recognition of their position that will justify their continued cooperative association with you.

"12. I have found it good policy not to bicker over little things with finance. I don't let anybody push us around, but have found that sometimes being bigger than they might be, makes an impression on them and they feel that you deserve continued confidence.

Attend to Civic Affairs

"13. Take an active part in civic affairs within your town. I think you will find if you render real service to your Community Chest, your Red Cross, or many of the other oppor-

(Concluded on next page)

Here It Is! The Brand New Deepfreeze Refrigerator You'll Sell

P D Q



The "Wonderful-To-Live-With"

Deepfreeze Refrigerators

... With Amazing
Storage in the Door

They're brand new . . . they're loaded with features women want—P. D. Q. All indications point to another year of record-breaking Deepfreeze sales. In 1950 Deepfreeze sold *four times* more of its famous name appliances than in the preceding year. And in 1951 the new Deepfreeze Refrigerators will boost sales volume even higher! Beauty in refreshing new design . . . a wealth of new convenience . . . storage space for everything . . . and dependable Deepfreeze performance—these are the features that make Deepfreeze Refrigerators wonderful to live with, *easy to sell!* For more refrigerator sales in '51—Go Buy The Name—Deepfreeze!

IN '51—GO BUY THE NAME—

Deepfreeze

TRADE-MARK REG. U. S. PAT. OFF.

Promote Deepfreeze Quick!

This is the refrigerator consumers are buying! More than just shelves in a door, it's packed with marvelous convenience features!

- EGGSTOR—Handy egg storage, with visual inventory! Right up in front.
- BUTTER BOX—with Spread Control, keeps butter ready to spread. Holds one pound in attractive serving tray!
- HANDY JUGS—Two one-quart bottles for chilled juices or water. Ready to serve. Easy to use—at your fingertips.
- HANDY BIN—for the convenient storage of small greens, fruit and vegetables. Removable for greater utility.
- BOTTLESTOR—Easy to reach. Holds full quart beverage and milk bottles.



HOME FREEZERS



REFRIGERATORS



ELECTRIC RANGES



ELECTRIC WATER HEATERS

* WALL WIRE PRODUCTS COMPANY *

A FOREMOST NAME IN
THE MANUFACTURE OF
DIVERSIFIED WIRE PRODUCTS
OF SUPERIOR QUALITY

*
STANDARD AND LIGHT WEIGHT
SHELVES OF ELECTRO-POLISHED
SOLID STAINLESS STEEL

*
REFRIGERATOR SHELVES WITH
CHROME PLATE, ZINC PLATE,
PRO SEAL, TIN, OR
PORCELIZED FINISH

*
WIRE GRILLES • DISPLAY FIX-
TURES • GUARDS • BASKETS OF
ALL TYPES FOR ALL PURPOSES
STEEL STAMPINGS • MISCEL-
LANEOUS FORMED AND
WELDED WIRE ASSEMBLIES
ARC WELDED ASSEMBLIES

WALL WIRE PRODUCTS CO.
PLYMOUTH, MICHIGAN

(Concluded from preceding page)

tunities that are afforded every citizen to serve his fellowman, you will gain their confidence and their goodwill, and you will receive a far more sympathetic ear than if they have not been impressed with your ability to fulfill your challenge as a citizen."

"Making up the discounting of installment paper, Price pointed out that there are numerous ways to handle installment sales contracts:

1. Outright sale to a finance company or bank on a recourse or non-recourse basis.

2. Indirect discount to finance company or bank where you do the collecting and the customer has no contact with finance whatsoever. You remit to discount source payments whether customer pays you or not.

3. Receivable assignment—where you borrow against your accounts on a percentage basis.

Regardless of what plan you use there are certain pitfalls to avoid:

1. Don't do business with a bank or finance company who doesn't know its business.

2. Don't sell your accounts to anybody unless they convince you

they know how to collect.

"3. Be sure your arrangement is a sound one and that the bank or finance company you are discounting with will make money on your account—unless they do you will shortly be peddling your accounts elsewhere.

"4. Do not agree to reserve requirements that stagnate working capital. Pre-war many dealers went broke because finance demanded too much reserve. The financial institutions have learned their lesson and are offering more intelligent plans of discount.

"5. Do not attempt to collect your own accounts unless you have had considerable experience and understand the ramifications of indirect financing.

"6. If you sell your account outright insist the customer be allowed to make payments in your store."

'Buy Back Agreements'

Price had this to say concerning financing of present extensive purchasing:

"Don't overlook distributor and manufacturer 'buy back agreements'

—in addition to interest free 'floor planning.' Everyone is bullish. Now might be the time to establish a new or additional commercial bank connection."

Long Range Policy Recommended

In closing, Price recommended that dealers establish a long range policy of installment discounting.

"Attempt to determine the best method for your operation and seek the most satisfactory bank or finance company as your financial partner.

"This is the second time in the last 20 years you as a retailer are in a position to review your entire financing program. Regulation W makes your installment paper attractive to all sources of discount. Take the opportunity to do your planning when you are calling the signal.

"We have been able by constructive long-range planning to discount all of our paper on a non-recourse basis.

"While non-recourse discounting is attractive, it might be that you need the help, counsel, and advice of an old-line finance company. In any

event, the relationship will endure and be mutually profitable if based on understanding and confidence in each other."

Brogan emphasized that the dealer must budget his business and check his progress regularly with accurate operating statements and balance sheets.

"The airlines have their routes charted through the skies and the railroads have their routes laid down in steel on the land," he said. "Your business must have a flight plan or a schedule and we call it a budget. You must plan where you are going—and how you are going to get there.

"By means of wonderful electronic devices, the [airline] pilot knows and observes his speed and progress toward his destination continuously. By instruments in the locomotive cab and signals along the right of way, the engineer also has continuous knowledge of his speed and progress toward his destination.

"Your business must have visible instruments to enable you to know continuously your speed and progress toward your goal. Your speed indicator is called your operating state-

ment and your direction and progress indicator is called your balance sheet. It is as important to you to have accurate instruments to guide you as it is to the pilot or engineer.

Bookkeeping Must Be Accurate, Realistic

"The accuracy of your operating statement and balance sheet is determined by your bookkeeping methods. They must be accurate and realistic and not mislead you, your suppliers, or your creditors.

"Faced as we are with an increasing tax load and the probability of reduced volume of sales, two things are most important to you. They are good service to your customers and good bookkeeping.

"If you will budget your business and check your progress at least monthly with accurate operating statements and balance sheets, your finance company or bank will go along with you with the same confidence you have when you roar away in a plane or tuck yourself down in a Pullman berth."

Rahn told the conference his company feels fairly safe in extending credit if the dealer is handling standard-brand products and is doing a good merchandising job.

Reg. W Minimizes Problem Of Repossession

He said Regulation W eliminates most of the possibilities of repossession because of the consumer's initial 25% equity.

Rahn urged the dealers to "keep a very close check on your business today." He added that a good volume should be realized this year despite the defense program.

Several comments during the question-and-answer period had to do with reserves. This subject was brought up by a dealer who said one bank requires a 5% holdback.

Price observed that the matter of reserves can easily ruin a dealer unless it is handled properly. Beyond a certain point, it was stated, there is no need—except in certain cases—for reserves accumulating indefinitely and tying up capital unnecessarily.

Price pointed out that, as he understands it, a reserve—if available—must be listed as an asset for tax purposes.

Other questions had to do with warehouse certificates and full, limited, and non-recourse plans. Price noted that non-recourse deals are long-range plans, that they must be sound, and that the dealer must agree to haul and store repossessions.

This type of plan is not one to be entered into in five minutes and "it's not a one-way street," he stressed, adding: "Don't go into it thinking you're going to wash your hands of everything."

FFDA Proposes Standards For Ice Cream Producers

WASHINGTON, D. C.—The Federal Food and Drug Administration has recently proposed that ice cream, in order to be properly called ice cream, weigh at least 4½ lbs. per gal. and have a butterfat content of at least 12% and a non-fat milk solids content of 6%.

The weight requirement would mean that the ice cream would contain no more than 50% air.

At the same time, the International Association of Ice Cream Manufacturers has proposed that the minimum butterfat content be 10% and the nonfat milk solids content also be 10%.

These Superior *Deepfreeze* Features Mean Better Living For Consumers, More Sales for You!

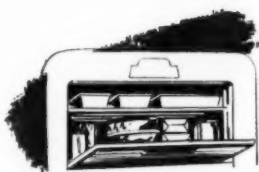


★
Deepfreeze is
Practical on the Inside,
Beautiful on the Outside!

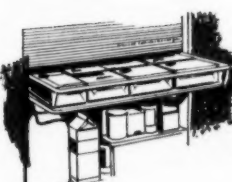
The jewel-like name plate, the bright chrome finished latch, the embossed swirl and flowing lines highlight the beautiful classic design. Deepfreeze is a gem in the kitchen—a masterpiece of refrigeration engineering.

IN '51—GO BUY THE NAME

Deepfreeze
TRADE-MARK REG. U. S. PAT. OFF.



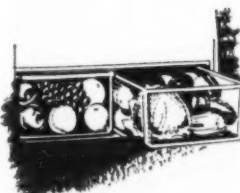
Deepfreeze FREEZER COMPARTMENT
Only Deepfreeze has the genuine Deepfreeze Freezer Compartment that keeps ice cream hard. Separate freezer shelf holds 56 ice cubes in three handy trays!



Deepfreeze FROZEN STORAGE DRAWER
Insulated full-width drawer below Freezer Compartment provides extra storage for packaged frozen foods and quick-chilling salads, desserts, etc.



Deepfreeze ADJUSTABLE SHELVES
Conveniently provide maximum storage for bulky as well as small items. Space for tall quart, half gallon and gallon bottles. Anodized aluminum shelves with gold trim are easy to clean.



FROZEN STORAGE CAPACITY MORE THAN 50 POUNDS

Deepfreeze HIGH HUMIDITY CRISPERS
Hold over one-half bushel of fruit and vegetables!



Deepfreeze 10-POINT COLD CONTROL
Eliminates guesswork, permits easy selection of desired temperature!



Deepfreeze OPERATING WARRANTY
Five-year protection plan offers one-year warranty on refrigerator, additional four years on sealed-in mechanism!

See Your Distributor—P. D. Q.

For Details About the Greatest Appliance Franchise in '51!

Your Deepfreeze franchise gives you a head start for greater appliance profits in '51! Have your Deepfreeze distributor explain it in detail... find out what Deepfreeze will do this year to help you sell. You can share in the Deepfreeze profits from the very start.

...Or Send Coupon for ALL the Facts!

Deepfreeze Appliance Division
Motor Products Corporation, North Chicago, Illinois

Gentlemen: I'm interested in the greatest appliance franchise for '51! Please give me the complete story—P.D.Q.

Name

Street

City Zone State

©1951 Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois

Instantaneous
Draught Beer Cooler
refrigerated faucets!

Speed-Freeze
draft and
bottle beverage
coolers

write
IDEAL COOLER CORPORATION
2953 EASTON AVE., ST. LOUIS 8, MO.

Chicago Commercial Sales

Record Breaking Pace Continues In '49 and '50

CHICAGO—Continued high sales in commercial refrigeration here are indicated in the latest figures released by Gerald Gearon, supervising mechanical engineer of the Boiler and Refrigeration Inspection Department of the city of Chicago.

Total sales of commercial condensing units in 1949 held even with the record-breaking year of 1948, and the figures for the first eight months of 1950 (January through August) are running about the same as in 1949.

In all of 1949, there were 6,621 condensing units installed for commercial refrigeration applications. In 1948 the total was 6,655, which means the 1949 total was within 1% of the preceding all-time record. And in the first eight months of 1950 a total of 4,200 units had been installed, according to this report.

This data covers chiefly remote installations although some self-contained equipment is included, and is based on installation permits issued in accordance with city requirements in Chicago.

The accompanying tabulations show such commercial installations in terms of sizes in hp., installations by month, a comparison of installations by make in both 1949 and 1950, and an analysis of installations by contractors for a single month.

To date, 1948 has been the peak year in Chicago commercial refrigeration history with the aforementioned 6,655 total. In a typical pre-war year, such as 1940, total installations amounted to 2,177 units. This was virtually double in 1946 with 4,058 installations; 4,863 units were installed in 1947.

Postwar expansion of the industry is further emphasized by the fact in the first eight months of 1950 the sales of 4,200 units were just about twice those sold in the entire 12 months of 1940.

In comparing the monthly sales figures shown in the accompanying tables, it will be observed that October was the biggest month in 1949, according to the permits, with 658 units. August was second with 656; June third with 612, and July fourth with 589.

August of 1950, however, was ahead of any month of the previous year with 688 units being installed and in fact ranks third in Chicago history. Best month ever was September of 1948 with 817 units, while June of the same year was second with 808.

None of the first eight months of 1950 fell below 400, and there was only one such month in 1949—January with 386 units. January has consistently been the lowest month for

1940 to 1949 Volume



the past several years, according to these figures.

As for the size of the units, the smallest or 1/8-hp. unit, is the leader, 2,486 having been sold during 1949. This smallest size is also the leader in the incomplete 1950 tabulation, 1,529 being the total for the first eight months.

The number of units throughout the complete range tabulated is usually inversely proportional to size, the figures would indicate. In both the 1950 and 1949 data presented

(Concluded on next page)

1949 Remote Commercial Installations by Size by Month

Month	1/8 hp.	1/4	3/8	1	1 1/2	2	3	5	Over 5	Total for Month
January	142	96	59	33	17	12	2	3	22	386
February	212	130	82	64	24	23	8	...	7	550
March	190	152	83	65	18	17	8	1	14	548
April	234	161	83	50	29	19	5	1	4	586
May	209	130	68	40	22	11	11	2	5	490
June	264	160	74	47	31	23	3	...	10	612
July	220	133	77	62	45	37	9	4	2	589
August	232	178	88	60	47	25	9	6	11	656
September	213	130	90	44	39	25	12	8	10	571
October	227	210	110	61	20	16	9	1	4	623
November	172	133	84	41	38	28	10	6	7	519
December	171	111	55	43	32	18	15	1	2	443
Total	2,486	1,724	953	610	362	254	101	33	98	6,621

1950 Remote Commercial Installations by Size by Month

Month	1/8 hp.	1/4	3/8	1	1 1/2	2	3	5	Over 5	Total for Month
January	135	130	47	37	39	22	4	...	8	422
February	160	118	58	27	38	24	8	1	13	447
March	189	146	72	61	48	26	18	...	17	517
April	170	118	69	50	41	29	3	5	12	497
May	232	147	79	55	19	18	2	1	8	561
June	201	120	61	36	18	16	4	2	7	465
July	199	177	71	36	25	19	3	5	8	543
August	243	211	99	47	31	32	7	5	13	688
Total	1,529	1,167	556	349	259	186	49	19	86	4,200

How Contractors Shared Jobs In January

Rank	Total Units	Per Cent
A	36	8.6
B	31	7.2
C	24	5.7
D	23	5.5
E	22	5.2
F	20	4.8
G	17	4.1
H	14	3.3
I	13	3.1
J	11	2.6
K	11	2.6
L	11	2.6
M	11	2.6
N	11	2.6
O	9	2.1
P	8	1.9
Q	7	1.6
R	6	1.4
S	5	1.2
T	5	1.2
U	5	1.2
V	5	1.2
6 installed 4 each	24	5.7
7 installed 3 each	21	5.0
23 installed 2 each	46	10.9
26 installed 1 each	26	6.1
84	422	100.0

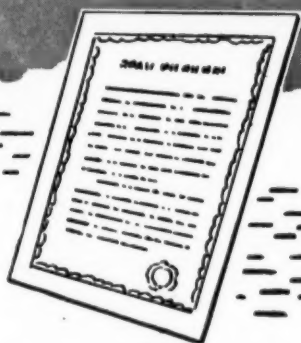
Chicago Commercial Sales Compared by Make

Make	Units	Rank	Units
A	909	4	448
B	807	2	475
C	732	1	486
D	692	3	460
E	437	6	280
F	413	8	263
G	391	10	176
H	365	9	187
I	322	11	128
J	252	5	323
K	222	12	116
L	152	14	67
M	143	13	99
N	109	7	270
O	104	15	58
P	76	17	56
Q	45	16	57
R	39	18	23
S	31	20	11
T	23	22	9
U	23	19	20
V	11	24	4
W	10	21	10
X	5	23	7
Y	4	25	3
Others	304	Others	164
Total	6,621	Total	4,200

NEW

Servel's WARRANTY PLAN

REQUIRES NO PARTS EXCHANGE DEPOSIT
ELIMINATES FACTORY TRANSPORTATION COSTS



When you need replacement parts for Servel condensing units, there's no waiting for factory approval on a warranty exchange. You simply take the defective part to a nearby Servel Parts Supplier who checks the power unit, compressor, or other part, and if defective under the terms of the warranty, you obtain your needs in a matter of minutes... without the bother of a cash deposit.

And, you pay no factory shipping costs, because Servel now absorbs these charges on all exchange parts shipped from the factory to its supply depots. This is the kind of friendly assistance and attention Servel offers dealers and service engineers everywhere. Exchange transactions can be handled directly with any one of the more than 90 Servel Authorized Parts Suppliers. There's no need to delay repairs or make customers wait for factory approval, because Servel parts supply depots are equipped to take care of your requirements quickly, when you need replacements most.

SUPERMETICS ARE AVAILABLE EVERYWHERE

Servel

SUPERMETIC

Models for every electric refrigeration and air-conditioning use... 1/5 to 5 H.P.

Servel's FIVE-YEAR Protection Plan has now been broadened to cover all steel-case hermetically sealed models.

Larger cast case Supermetics are covered by a warranty that provides exchange parts for a full year from installation date.

So, when you need a unit for a new fixture, need repair parts, or want to replace a unit that's obsolete, see your nearby Servel Authorized Parts Supplier. You'll make a good deal when you buy Servel.

For complete information, about Servel's New Warranty plan and address of your nearest Parts Supplier mail the coupon today.

SERVEL, INC.
ELECTRIC REFRIGERATION DIVISION
DEPT. A-22 EVANSVILLE 20, INDIANA

NAME (personal) _____

TITLE _____

COMPANY _____

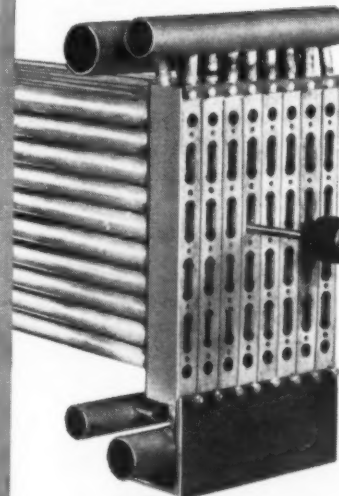
ADDRESS _____ ZONE _____ STATE _____

More Efficient—CLEANABLE

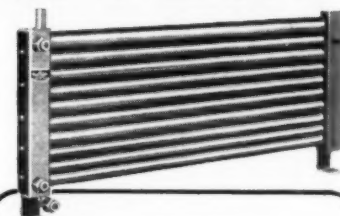
CONDENSERS



**WATER-COOLED
DOUBLE-TUBE
COUNTER-FLOW DESIGN**



**1/2-TON to
25-TON
CAPACITIES**



Acceptance in the field is rapidly changing to "Demand" for these efficient, more economical Cleanable water-cooled Condensers. Owners and service men prefer the "new unit" efficiency that can always be maintained by a simple cleaning process. Brass headers are machined and brazed.

Write for Catalog and Prices.

WHOLESALE IN PRINCIPAL CITIES



Halstead & Mitchell

BESSEMER BUILDING • PITTSBURGH 22, PA.

Commercial Sales For 1950 Tabulated

(Concluded from preceding page)
have and in similar tables previously published for preceding years, the 1-hp. size is largest in terms of number of units installed, the 1/2-hp. is second, 3/4-hp. is third, 1-hp. is fourth, 1 1/2 is fifth, and so on.

Thus, while 2,486 1/2-hp. units were installed in 1949 only 33 of 5-hp. capacity were sold. The tables show that 98 units of more than 5-hp. went in that year, but these covered a wide range.

A comparison of sales of commercial units by make is also provided in an accompanying table, which gives data for 1949 and compares it with the totals for the first eight months of 1950.

It will be seen that the leading make of 1949 is represented by 909 units. In second place is "B" with 807; followed by "C" with 732 units, "J" with 692, "E" with 437, etc. Twenty-five different makes are individually accounted for, a number of additional makes of units being grouped as "Others."

The tabulation is so made that it permits comparison of each make for the two periods covered—1949 and part of 1950. Thus, it shows that the four leading makes of 1949 are still ahead in the incomplete 1950 sales, but not necessarily in the same order.

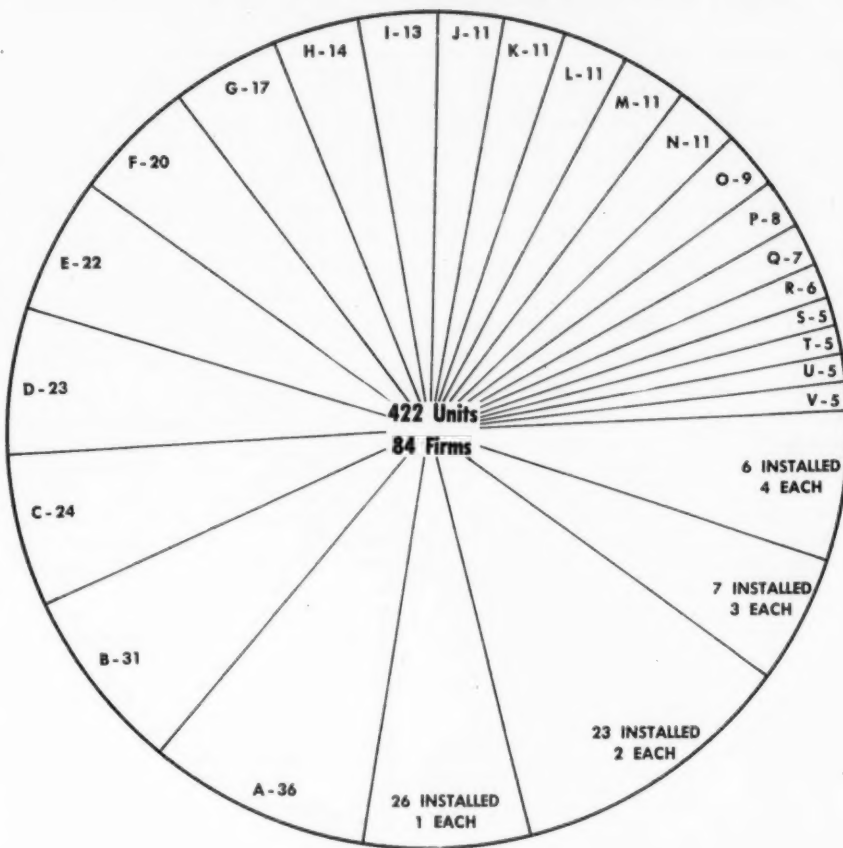
Make "A", for example, which topped the list in 1949 with 909 units, is ranked in fourth place with 448 units. "B", second in 1949, is likewise second in 1950, but "C" jumped from third place in 1949 to first position in 1950. "D" moved up to third.

It should be recognized that very little separates the first four in the 1950 listings thus far tabulated, so that the final figures may very well show some shifting of position.

Generally speaking, there isn't much change in ranking between the two periods listed here, with two possible exceptions. Make "J", which wound up in 10th place in 1949, was holding fifth in 1950; make "N", 14th in 1949, was in seventh place during the first eight months of 1950.

There was no change in rank between the period for five makes;

How Chicago Commercial Jobs Were Spread



eight different makes had bettered their relative position in 1950 over 1949 while 12 had moved down.

Another table that will prove of interest reveals how many contractors made commercial refrigeration installations in Chicago for a single month—January, 1950—and further shows how many each contractor installed.

Here it will be seen that the 422 units installed during January, 1950, were put in by 84 different contracting firms. Although this figures out as an average of five units per contractor, actually half of the units were installed by only 10 of the 84 contractors.

The leading contractor installed 36 units; the second, 31; the third, 24; the fourth, 23; the fifth, 22. The combined total of these first five contractors accounted for 32.2% of the total installations for the month. The top 10 installed 50.1% of the 422

machines which went in that month.

At the other extreme, 26 firms installed only one unit each; 23 put in two apiece; seven installed three each, while six handled four each. There were four contractors who installed the average of 5.

Baker Refrigeration Appoints New Firm as Los Angeles Distributor

SOUTH WINDHAM, Me. — Baker Refrigeration Corp., has announced the appointment of Baker Engineering Corp., Los Angeles, as distributor for its line of air conditioning and refrigeration equipment.

The new firm will continue the sales, contracting, manufacturing, and service operations that have been performed by Baker Refrigeration's factory branch in Los Angeles since its establishment 29 years ago. The business will be carried on from 351 S. Anderson St., the same premises as occupied by the Baker branch for many years.

Commenting on the appointment, Baker Refrigeration president, Frederick W. Smith, said:

"It is our established policy to keep manufacturing operations completely separate and apart from distributing and contracting work whenever possible.

"Our new Los Angeles distributor organization, while composed of the trained personnel of our former Los Angeles branch office, will function in exactly the same manner as our many other distributors of Baker products throughout the country."

Although Baker Refrigeration is retiring from direct consumer sales and contracting in the Los Angeles area, the company announced that it will continue to maintain a warehouse stock and district office at the Anderson St. address to serve its distributors and dealers and the trade.

This office will remain under the direction of C. E. Hollingworth, district manager. It is staffed by factory trained engineering and service representatives.

Officers of the new corporation are Hollingworth, president and general manager; Hayes T. Cory, vice president and chief engineer; T. H. Shonfeld, treasurer and assistant chief engineer; and Neal S. Templin, secretary.

All of the officers except Templin have been with Baker Refrigeration and its predecessor, Baker Ice Machine Co., for many years. Hollingworth has been with the Baker organization for 21 years, the last eight years as general manager of the Los Angeles factory branch.

Cory has served Baker for 15 years, five of them as district chief engineer in Los Angeles. During World War II, he spent two years in the engineering department of Boeing Aircraft Co. in Seattle.

Shonfeld has had 10 years of experience in air conditioning and refrigeration and has been assistant district chief engineer for Baker in Los Angeles since 1946. During the war he was employed in the engineering department of Bethlehem Shipbuilding Corp. and the U. S. Navy.

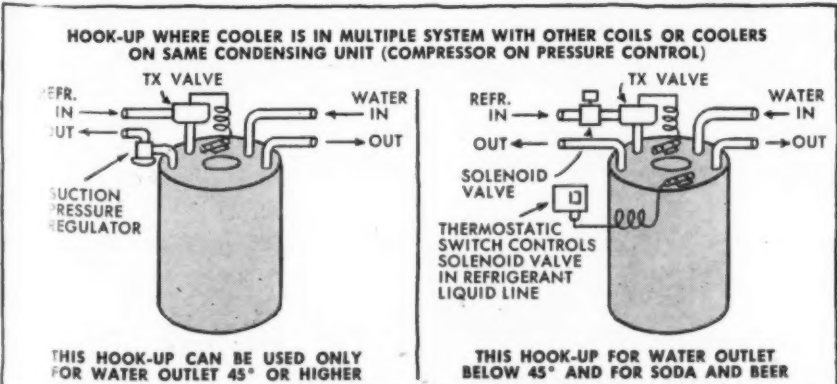
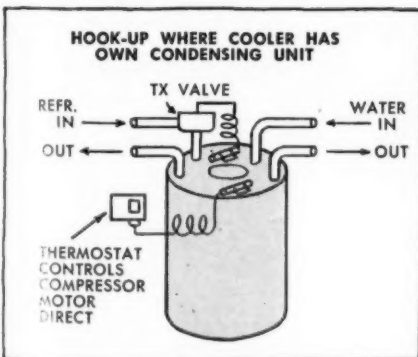
Templin has been connected with the refrigeration industry since 1922. From that year until 1945 he was employed by York Corp. and its predecessor companies in San Francisco and Los Angeles in various financial and administrative capacities.

From 1946 to the present time, he has been executive secretary of both the Refrigeration and Air Conditioning Contractors Association of Southern California and the Refrigeration Manufacturers Association of Southern California.

EASY DOES IT.

WITH **heat-x** LIQUID COOLERS

Simplified construction makes Heat-X Liquid Coolers easy to install and easy to service. Separate liquid and refrigerant coils are cast within single aluminum block . . . positive insurance against freeze-up damage. No oil separator or surge drum necessary. Single and multiple hookups illustrated below.



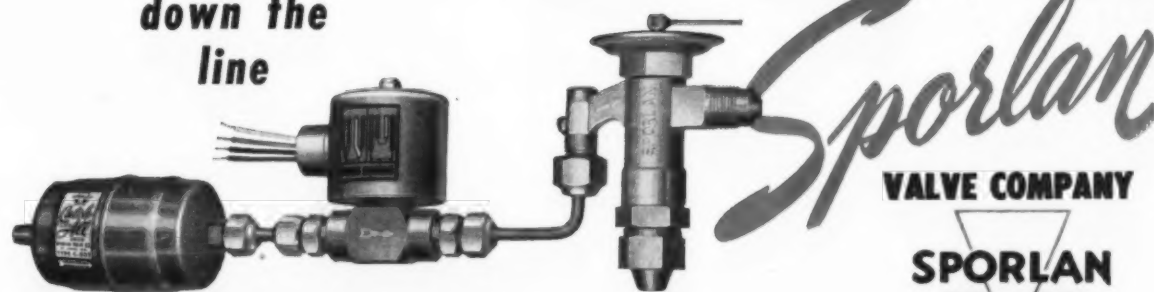
WRITE DEPT. ED FOR SPECIFICATION SHEETS

THE HEAT-X-CHANGER CO., INC.

50 East 43rd Street, New York 17, N. Y. • Brewster, N. Y.



for **PEAK PERFORMANCE**
on all installations
... buy **Sporlan**
right
down the
line



7525 SUSSEX AVENUE • SAINT LOUIS 17, MISSOURI



SPORLAN VALVE COMPANY

SPORLAN

CHOICE OF THE INDUSTRY
Since 1927

Quality

Refrigerator Door Gaskets
and Accessories

JARROW PRODUCTS

420 W. LA SALLE ST. CHICAGO 10, ILLINOIS

AIRO stands for

Fast, dependable,
world-wide service.

Refrigeration and
Air Conditioning parts
and supplies.

Write for current Catalog

AIRO SUPPLY CO.
2732 N. Ashland Ave., Chicago 14, Ill.

SALES MANAGER WANTED

With Commercial Refrigerator experience preferred. Good salary, plus automobile, traveling expenses and Bonus. Write application yourself in pen and ink fully explaining experience, nationality, family, past jobs, references, age.

ED FRIEDRICH SALES CORPORATION
P.O. Box 1540
San Antonio, Texas

An Answer to Materials Problem:

Dairy Industry Pleads for Essential Supplies Control

WASHINGTON, D. C.—Selling an industry's needs to the government is very much like selling a home freezer to a hard prospect.

First of all, you must convince him he needs it, then spell out for him how he can get it at a cost he can afford to pay, and finally answer all his objections before he expresses them.

That formula was well applied by Howard P. Faust, who recently appeared before the Senate select committee on small business. Faust pleaded for the materials control proposals approved by several large dairy industry organizations.

The dairy industry proposals called for an earmarking of small quantities of steel, copper, aluminum, and other materials for the fabrication of essential dairy processing equipment.

That idea was what Faust was trying to "sell."

He represented the Milk Industry Foundation, American Butter Institute, American Dry Milk Institute, Evaporated Milk Association, International Association of Ice Cream Manufacturers, National Cheese Institute, and the Dairy Industries Supply Association.

Faust himself is president of the R. G. Wright Co. of Buffalo, N. Y., which manufactures dairy processing machinery. He was particularly equipped to make the industry's appeal since he was a former War Production Board official in charge of allocation of materials for dairy industrial use.

Faust first presented to the committee a printed report on the essentiality and requirements of the dairy

This is the story of how one industry, which uses scarce materials, has approached the Government to suggest a plan for allocations. The dairy industry uses considerable refrigeration equipment and has an element of essentiality. The individual manufacturers in the industry are in many instances small and therefore were represented before the Senate small business committee by Howard P. Faust, appearing in the name of several dairy groups. The Senate committee, as indicated by the story on the next page, is concerned about the hardships that the defense program is forcing upon small businesses in the country.

industry and then used his time before the committee to emphasize the highlights of his selling appeal.

First he presented his credentials: "I appear before you as the representative of the 76 manufacturers of milk handling and processing equipment, 64 of which are small businesses, averaging 130 employees."

"I am also delegated to present the situation of 30,000 milk processing plants, of which the overwhelming majority are small businesses."

He then pointed out to the committee that "individually you are certainly alert to the interest of the country's 4,500,000 milk producing farmers and 150,000,000 consumers of dairy products."

The following highlights from his presentation to the Senate committee will indicate the manner in which he attempted to sell the committee on his proposals.

"May I introduce you first to the typical milk processor. His is a family business or perhaps a small partnership, or he may be the manager of a local farm cooperative. He

may process only one or two dairy products or he may process all six and still be a small business. . . .

"Unless he has in the past few years replaced all of his processing equipment, which is extremely unlikely, at least one piece is about on its last legs and a couple of others have been repaired several times. . . .

"Where does he order this equipment? From the local dairy equipment distributor or the branch office of the manufacturer. In telling you that there are 76 such manufacturers we may be giving the false impression that there are 76 sources from which he can purchase."

"There are at least 50 types of equipment required for processing the various dairy products and no company makes them all. Of the type and size of equipment required by the purchaser there are probably only four or five manufacturers in the country."

"As far as repair parts are concerned, he must get them from one source, the manufacturer of that particular machine."

"May I introduce myself as the typical small equipment manufacturer. My company has been in business since 1895, employs about 100 people, and makes eight types of milk handling and processing equipment, with various models and sizes in each type."

"In no one size and type of equipment do we make over 75 units in a year. In certain instances we make only one. We have no assembly line operation. Yet, to serve our trade we list as standard 52 different machines, counting all models and sizes."

"We have in use by customers nearly as many more which are obsolete in design. For a small business we must carry an extremely large inventory of parts required both for production and repair. We have the headaches of big business without its volume. . . .

"On Monday of this week our entire inventory of hot rolled carbon steel sheets amounted to 6½ tons. Unless a change has since occurred in our production schedule, virtually all of this small amount is already in production. Sheet steel is basic in our principal products, bottle washers and can washers."

"To give you a better conception of such equipment, I have distributed a can washer circular with production bills of material. As you have the opportunity, I hope you will glance over these bills of material. You will appreciate that such a ma-

chine cannot be built from scratch in a few days time.

"I have not included the bills of material of most of the parts which precede these sub-assemblies and general assembly. It would take us a minimum of 120 days to build such a machine, after receiving the raw materials. . . .

"The most discouraging fact, however, is that we cannot find a steel supplier who will place an order on file for us. We don't have promised to us or scheduled for delivery at even some indefinite future date a single pound of carbon steel. Our last strike was in a junk yard where we found some wire and rejected sheet."

"Early this month we began to lose experienced employees. The emptiness of our steel racks in the opinion meant shortened hours or layoffs. Attractive offers of employment elsewhere appeared daily in the newspapers."

"We had to move promptly to preserve an organization. On Wednesday of this week we were awarded an Army contract which will furnish substantial employment for our sheet metal, welding, and polishing facilities for the next two months."

"We sincerely hope that before the completion of this contract that we shall be assured of sufficient materials to permit a resumption of production of dairy equipment. . . .

"In spite of continuous research during and since World War II, no acceptable substitute has been found (for stainless steel). It is that metal which made possible a revolution in

(Concluded on next page)

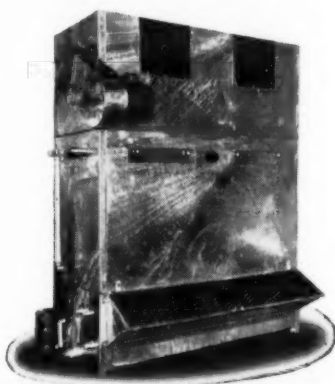
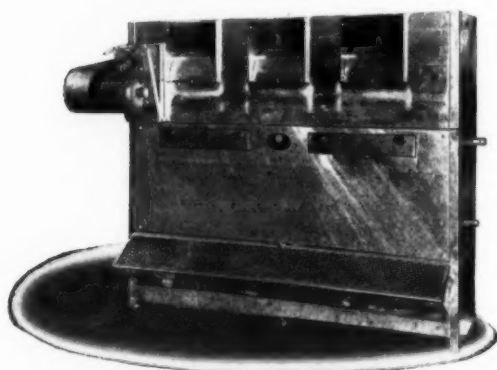
specify ACME

for increased efficiency, economy and long life

ACME Products have been manufactured continuously for more than 30 years. ACME Products are universally accepted and noted for their dependability and fine workmanship. ACME published ratings are accurate and conservative. ACME'S 30 years of engineering experience gives you economy, long life and increased efficiency on which you can build a greater volume of business and increased profits.

EVAPORATIVE CONDENSERS AND HEAVY DUTY COOLING TOWERS

1. Heavier, extra strong construction for durability.
2. Complete moisture elimination for dry fan operation.
3. Save more than 90% of the water required.
4. Built in 3 sections for easy shipment and installation.
5. Flexible fan arrangement.
6. Hot-dip galvanized after fabrication.
7. Internally mounted receivers for added storage capacity.
8. Provision for Micromet threshold water treatment. ALL the above features, with the exception of "internally mounted receivers" and "Micromet threshold water treatment" are also available in ACME Heavy Duty Cooling Towers.



BLO-COLD* INDUSTRIAL UNIT COOLERS

1. Units available for Dry Coil or Brine Spray Operation.
2. Available for flooded, direct expansion or brine operation.
3. Coils may be either prime surface or finned; tubes of copper or steel pipes. Fins aluminum or steel. Coils, steel pipes and fins may be hot-dip galvanized.
4. Vertical or horizontal discharge, easy accessibility to coils.
5. Economical to operate.
6. Air inlet front or back.

MODEL J COOLING TOWERS

1. Versatile — Model for all purposes.
2. With or without pump.
3. An ideal Jobber item, stock model can be used to meet all requirements.



ACME ALSO MANUFACTURES: Ammonia Condensers • Freon Condensers • Shell and Coil and Shell and Tube Condensers • Dry-Ex* Water Coolers • Hi-Peak* Water Coolers • Fin Coils • Pipe Coils • Oil Separators • Liquid Receivers • Heat Exchangers • Flow-Cold* Liquid Chillers • Convectors

* Trade Mark

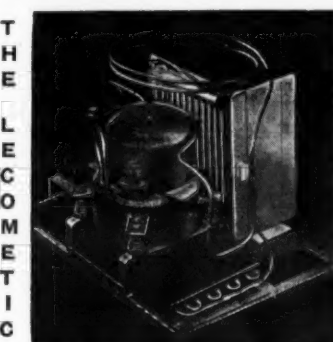


ACME INDUSTRIES, INCORPORATED
JACKSON, MICHIGAN

CONTINUOUSLY SERVING THE REFRIGERATION INDUSTRY SINCE 1919

TAKE ADVANTAGE of DEVALUATION

REFRIGERATOR SEALED UNITS ALL VOLTAGES



Now available for the trade at keen prices either with body and starting relay only or complete, ready for immediate installation as depicted above, the "LECOMETIC" suitable for ambient temperatures up to 110° F.

We can also offer standard open type condensing units. Also the "BOLCO" absorption unit operated on paraffin or gas.

ARN SALES DEPT.
L.E.C.

Telephone Bognor Regis 2201 BOGNOR REGIS I.O. Lines ENGLAND

Serving America's Finest Food Stores!



...ONE OF 62 DIFFERENT BALLY MODELS and SIZES

Bally

REFRIGERATED DISPLAY CASES
Bally Case and Cooler Co., Bally, Pa.

Senate Group Raps NPA Program

WASHINGTON, D. C.—The Senate small business committee recently recommended that the National Production Authority set up a general form of controlled materials program as soon as possible.

The committee, after hearing testimony on how the mobilization program has affected small business users of scarce materials, issued a report charging the NPA with repeating the same mistakes that were made early in World War II.

It asserted that thousands of small manufacturers were being pushed out of business because government regulations have all but choked off their supplies of many essential materials.

The present NPA priority rating plan gives businessmen little more than a hunting license to go out and get scarce raw materials, it indicated.

NPA has rushed in with various restrictions and prohibitions which are not yet justified but has made

little effort to inform manufacturers why cutbacks are necessary, it added.

"NPA has shown lack of both energy and imagination in getting its program across to the business community," the report stated.

The committee recommended particularly that an allocation of steel to specific end uses be established and that no firm be precluded from engaging in defense work because necessary materials on DO order will not be forthcoming promptly enough to allow the firm to meet the delivery date.

It also recommended that methods be studied for guaranteeing short term "tide-over" loans to small companies on the verge of closing because of material shortages.

The committee further urged military procurement officials to start an aggressive program for channeling contracts to industries and parts of industries hardest hit by NPA cutback orders.

average of the 1947-49 material usage figures, with 60% of the total for the year allotted during our peak season, Jan. 1-June 30.

"To mention the principal materials, we are asking for the entire industry a monthly allotment of only 833 tons of iron, 1,510 tons of carbon steel, 759 tons of stainless steel, 98 tons of copper and copper base alloys, and 61 tons of aluminum.

"It will be argued that it is impractical to determine essentiality and set up individual allocations piecemeal for the various essential industries. I say that it was done that way in 1941-42 and without any experience for guidance. . . .

CHAOS PROPHESED IF . . .

"If this negative attitude continues until July 1 of this year, at which date it has been reported that a Controlled Materials Plan will be ready, I prophesy chaos. In my opinion, this will not occur because within 30 days the demand by industry for adequate controls of materials will swamp Washington.

"This negative attitude might be compared to sending home hungry people, possibly to starve, because the table was not fully set nor the dessert ready to be served for all.

"The lack of an adequate staff has been offered as an excuse. Our plan can be handled competently by not over two administrators and two stenographers. I make this statement advisedly, since I administered a comparable plan in WPB alone with part-time services of one stenographer. . . .

"In summary, the manufacturers of milk processing equipment deserve your special consideration because:

"1. Unless they are able to obtain

certain essential materials now, the milk processing industry will be seriously hampered in its ability to handle the nation's military and civilian milk supply during the coming 'flush' period.

"2. Dairying constitutes the largest single source of income to the American farmer and dairy products the most important food of the entire population.

"3. The essential materials for equipment cannot be obtained without an allocation or comparable government assistance.

"4. An allocation of materials is practical and can be administered with an extremely small staff.

"5. The quantities of essential materials involved are fantastically small as related to the enormous benefits accruing to the 76 manufacturers, the 30,000 processors, the 4,495,000 dairy farmers, and the 150,000,000 consumers of this country.

"We of the dairy industry visualize a river of milk, reaching the flood proportions of over 12 billion pounds in the month of June.

"Shall we be able to capture and store it for future use or will it engulf us? . . . And where do we go from here in our efforts to preserve our industry? It is to you, the Senate select committee on small business, that we turn hopefully for the answers."

PLENTY FOR FREE

For "easy-to-get" product information . . . use coupon on "What's New" page.

Dairy Industry Suppliers Ask Materials Allocations--

(Concluded from preceding page)

milk processing methods and in sanitary standards.

"The need for such a metal was so apparent that the dairy processing equipment manufacturers were among the pioneers in developing practical methods of fabricating it. . . . Under present conditions whatever is being taken from manufacturer stocks is apparently irreplaceable.

"If our situation is typical, and we believe it is from the reports of others, where does the fault lie and how can it be corrected?

"The fault lies in the vain hope that a vast armament program could be imposed on American industry without severe suffering. The fact that we tried to do this painlessly is making it all the more painful.

BUYING STAMPEDE CAUSED

"The very announcement of the program caused a buying stampede and consequent material shortages before the impact of the armament purchases became a reality.

"Naturally enough, the manufacturers of the less essential articles,

sensing that their life-spans were probably limited by their inventories, stretched themselves to their purchasing limits.

"It is probably they who are best able to support the gray market in materials, since materials generally represent less of their total cost than in the manufacture of necessities. . . .

"Is there a means to provide immediate relief for the dairy processing and comparably essential industries?

RELIEF CAN BE PROVIDED

"The answer is 'yes,' and the method is to allocate to the equipment manufacturers sufficient materials to provide maintenance, repairs, and necessary replacements for existing equipment.

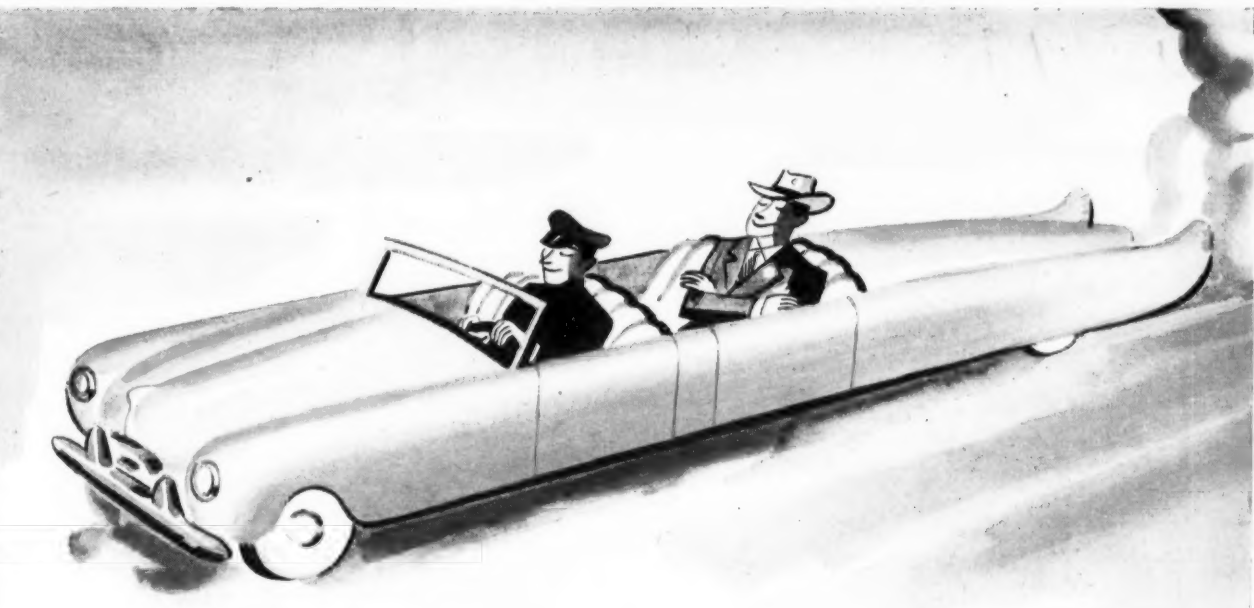
"I hesitate to suggest the word 'expansion,' because at a time like this it takes on the nasty significance of 'business as usual.' But the expansion of dairy processing plants in certain parts of the country will soon be a necessity.

"As military camps are reopened and bases reactivated, the Armed Forces will demand adequate equipment for their suppliers of dairy

products. As populations shift to man defense plants, an urgent need for additional plant facilities will develop. . . .

ASK PLAN TO COVER '51 NEEDS

"We ask that an allocation of materials for this industry be established now to cover our needs for the first half of 1951. We believe that the allotment should be based on the



Ed Jones is Riding in a Brand New Car—
because **TYPHOON** makes sure its dealers make money in
AIR CONDITIONING!

There's money in air conditioning—and Typhoon dealers are making it. They get the business, and they get the price! Because Typhoon has a sure-fire plan that's just about what the doctor ordered for healthy air conditioning profits. . . .

TYPHOON brings you the most complete line of units in the quick-profit range—1½-2-3-5-7½-8-10-15 and 20 tons. There's a size for every job!

TYPHOON units are ruggedly engineered—minimum maintenance, maximum profits and good will.

TYPHOON district managers give you 100% sales co-operation, with practical in-the-field training for your sales force.

TYPHOON delivers air conditioning at the lowest dollar cost per ton capacity—value that means full markup for you.

TYPHOON units are backed by 42 years of experience in cooling America . . . and by an advertising and promotion program that pulls a steady flow of leads for you.

Want to know about the finest dealer setup in the business? Write us today.

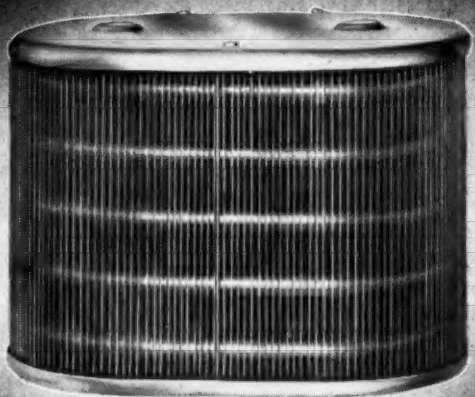


TYPHOON AIR CONDITIONING CO., INC.

794 Union Street, Brooklyn, New York

names of actual Typhoon dealers on request.

BETZ RADAIRE



World's Lowest Priced Cooling Unit

PLUS — — A RADICALLY NEW DESIGN PROVIDING MAXIMUM HEAT TRANSFER.

NOTE SIZE — — RADAIRE HAS NO EQUAL FOR DIRECT DRAWS, BACK BARS, SMALL REACHES, ETC.

MODEL NO.	BTU AT 1" TD	CFM	SURFACE SQ. FT.	DIMENSIONS		
				H	W	D
85-U	85	190	17.95	8"	11 3/8"	8 3/4"
115-U	115	250	23.37	8"	17 3/8"	8 3/4"
150-U	150	310	31.25	9 1/2"	17 1/2"	10 3/8"

See Them at Your Wholesalers

BETZ CORPORATION

HAMMOND • INDIANA

They'll Do It Every Time By Jimmy Hatlo



Do You Have 'Both Feet On The Ground'?



Yes, she certainly is lucky—a beautiful home freezer is hers to enjoy, with its savings, its conveniences. Indeed, she's doubly lucky, for the condensing unit—the very “heart” of her freezer—is a famous Tecumseh Hermetic.

Over five million owners of various home appliances equipped with Tecumseh Hermetics find that these units are smoother, quieter, more dependable in operation; that they give a longer-lasting performance at a minimum cost.

It is this record of user satisfaction that has made Tecumseh Hermetics the first choice of leading freezer manufacturers. Today, there are more Tecumseh Hermetic units used in freezers than all other makes combined.

Tecumseh Hermetic units are available in both fan-cooled and static condenser type and cover the complete range of applications from 1/9 h.p. to 3/4 h.p.

Write today for complete information.



TECUMSEH PRODUCTS COMPANY
TECUMSEH, MICHIGAN

EXPORT DEPARTMENT: 2111 WOODWARD AVE., DETROIT 1, MICH.

World's largest independent producer of compressors and condensing units for the refrigeration industry.

AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

Trade Mark registered
U. S. Patent Office;
Est. 1926



Copyright 1951,
Business News Publishing Co.

F. M. COCKRELL, Founder

Published Every Monday by BUSINESS NEWS PUBLISHING CO.
450 W. Fort St., Detroit 26, Mich. Telephone Woodward 2-0924.

Subscription Rates: U. S. and Possessions, Canada, and all countries in the Pan American Postal Union: \$5.00 per year; 2 years \$8.00. All other foreign countries \$7.00 per year. Single copy price, 20 cents. Ten or more copies, 15 cents each. 50 or more copies, 10 cents each. Please send remittance with order.

GEORGE F. TAUBENECK
Editor and Publisher

PHIL B. REDEKER, Editorial Director

C. DALE MERICLE, Associate Editor

JOHN SWEET, Assistant Editor

HUGH MAHAR, Assistant Editor

GEORGE HANNING, Assistant Editor

ROY DENIAL, Assistant Editor

Editorial Assistants: MARGARET DEAN,
MARGARET POMMERENING.

E. L. HENDERSON, Business Manager

ROBERT M. PRICE, Adv. Representative

ALLEN SCHILDHAMMER, Adv. Rep.

ALLEN S. RUSSELL, Adv. Rep.

SHIRLEY J. HOY, Adv. Secy.

WALTER J. SCHULER, Production Mgr.

JOHN F. JOLIAT, Circulation Manager

Member, Audit Bureau of Circulations. Member, Associated Business Papers.

VOLUME 62, No. 8, SERIAL No. 1,144, FEBRUARY 19, 1951

"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

The Patriotism of Locker Storage

MORE THAN 1,000,000,000 lbs. of meat is stored in the nation's locker plants and home freezers, states the U. S. Department of Agriculture in a recent report.

That's the most encouraging news that's come out of Washington in years.

Undoubtedly there will be some officials in the USDA and other bureaus of the government who'll strive to pin the "hoarding" label on this tremendous reserve food supply.

Perhaps in a few isolated instances this may be true, but as the NEWS pointed out just a few weeks ago, "Sensible food hoarding is patriotic now!"

The owner of a home freezer and the renter of a locker can do his country and himself a tremendous service if he stocks up wisely and well on food today.

The 11,500 locker plants now serving our nation with their 5,000,000-and-some individual lockers represent a tremendous cold storage capacity.

This practical, safe method of storing foods for months at a time was patronized by more than 15,000,000 individuals in the past year. They know a good thing when they see it.

As the defense program accelerates, the value of the home freezer and the locker plant will become more and more evident. The locker plant's role in the nation's economy and its importance to the health and well-being of the citizenry was officially recognized during World War II under the priorities setup.

(As usual, it required no little effort to persuade Washington to see the light, but after that the sailing was relatively smooth.)

Admittedly, the locker plant received its biggest impetus to growth and acceptance during the war. But this is all the more reason why its importance should be generally and officially recognized now.

There are relatively few locker plants in metropolitan areas, most of them being scattered far and wide throughout the rural areas.

The fact that there aren't more of them in the larger cities is to be deplored. By the same token, though, the mere fact that these plants are spread throughout the nation is a further advantage to our country's safety.

It's like this:

Possibly the United States may eventually be drawn into an all-out war with Russia. If that happens we are likely to face sabotage on a tremendous scale. Even short of an all-out fray, Red Fifth Columnists will be operating on a 24-hour-a-day basis.

A few time bombs strategically placed around a few behemoth-like cold storage warehouses in our big cities could panic food distribution. And in the event of an attack from the air, these warehouses would be sitting ducks.

Not so for the thousands of small locker plants. It's unlikely that saboteurs could do much here, either.

And then there's another good point. Preliminary studies would indicate that foods stored in locker plants would not be affected by radiation should the Reds unleash an atomic war in our own backyard.

As for that "hoarded" food in the freezers and lockers which the Federal government may complain about, bureaucrats should remember that this food will be consumed, not buried in a Kansas cave, plowed under, or covered with kerosene.



CANDY SALESMEN: These two 8½-ft. Hill meat cases upped Lit Bros. candy volume 25%. The store is said to sell more candy than any other in the world.



KITCHEN AIDE: This self-service case in the kitchen of Beck's Restaurant in Philadelphia makes life easier for waitresses by keeping salad plates dry and easy to handle.

Self-Serve Meat Cases Do Odd Jobs

PHILADELPHIA—The use of two Hill self-service meat cases to display loose candies has increased volume by 25% for the Lit Bros. department store here.

Charles C. Bray of the sales promotion department of C. V. Hill & Co., reports that the store is retailing approximately 1,000 lbs. of loose chocolates and 150 to 200 one and two-pound boxes of candy per day from the two 8½-ft. cases.

The display area is used to display loose hard and soft candies while the bottom storage compartment holds trays of replacement-stock and

boxed candy. Both areas are held at 65° F.

Bray declared further that Lit Bros. sells more candies per week than any other single retail store in the world.

Bray also reported that Beck's Restaurant here has recently placed a model 41-R Hill self-service case in its kitchen to house salads and all first course orders.

The management declared that the new case saves the expense of buying crushed ice. Waitresses also no longer have to handle wet, slippery trays.

Jordon Sells Merchandising Cabinets to Norwegian Frozen Fish Packer, Distributor for Use In Europe

PHILADELPHIA—Jordon Refrigerator Co., Inc. has announced a recent shipment of frozen food merchandising cabinets through the Frionor Co. of Oslo, Norway (Norwegian Frozen Fish, Ltd.), one of the leading frozen food packers and distributors in Europe.

Frionor processes frozen fish and exports to all countries of Europe, as well as to the United States and the Middle East.

This company's program of installing frozen food cabinets in Oslo and other European countries was necessary, it said, in order to increase the

sale of frozen fish throughout Europe.

These frozen products are gaining in popularity so quickly in Europe that the original consignment of frozen food merchandising cabinets to this firm, which was intended for installation in various European cities, had to be installed in Oslo alone.

The model freezer decided upon by Frionor was the Jordon 9-cu. ft. frozen food merchandiser, the report indicated.

The shipments were negotiated by Joseph Miller, export distributor for Jordon.

13-Yr.-Old Refrigerators Run on Borrowed Time, Small, Powerful Ad Says

FREMONT, Ohio—A little one column by 9-in. advertisement set in solid type and headed "Is It 13 Years Old?" is claimed by Harry Haaser of Haaser Refrigeration Co. here to have done "more good than ordinary newspaper mats 10 times its size."

Haaser, who is the local Crosley refrigerator dealer, declared that the advertisement "got the customers actually thinking just how old their present refrigerator really was."

"They are trading them in now before they break down," he said.

The advertisement read as follows: "Yes, if your refrigerator is 13 years old, it is running on borrowed time. For that is the average life of all refrigerators now in use."

"Naturally some of the better makes last longer, some of the average makes last considerably less. The life of any product is determined by the care and service given it."

"A smart idea is to trade in your old refrigerator before it breaks down for higher trade-in value. Buy your next refrigerator from a servicing dealer and be sure to get one of the leading makes, such as Crosley which is not only the most beautiful and convenient refrigerator on the market, but the one refrigerator that has made the most outstanding sales record in the industry. Moving from 9th place to 3rd place in only two years."

"Buy your new refrigerator from a servicing dealer, with 14 years experience."

Masonic Lodge In Miami Installs Air Conditioner

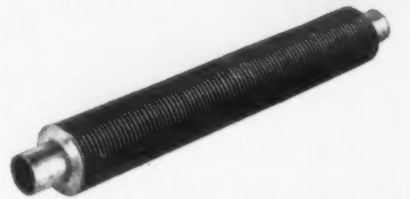
MIAMI BEACH, Fla.—The contract for the air conditioning installation in the new lodge building of Hibiscus Lodge No. 275, F. & A. Masons, of Miami Beach, now under construction at 955 Alton Rd., has been awarded to the Airco Air Conditioning Co., an authorized dealer of the United States Air Conditioning Corp.

The modern two-story building, designed by Norman M. Giller, architect, is being erected this year.

Air conditioning for the new lodge building will be provided by a 40-ton UsAirco refrigerated Kooler-air unit, with two 20-ton circuits.

Simple controls permit the system to cool either the main lodge room or the dining room, depending upon which is in use. A 7½-ton UsAirco upright conditioner will provide cooling for the main lobby and the offices.

For efficient heat transfer "Ro-Fin" Tubes



There are nearly 100 sizes of Rome Extended Surface Helical Fin Tubing in production... with or without threaded end connections, or to be used with standard flare connections.

Write for information on your heat transfer problems:



222 Canal Street • Rome, N.Y.

YOU CAN'T GET ALONG WITHOUT THIS NEW PARTS CATALOG

Write for your copy — on your letterhead

HARRY ALTER'S
SPRING-AND-SUMMER 1951
DEPENDABOOK No. 154
Over 9,000 Refrigeration PARTS and Supplies

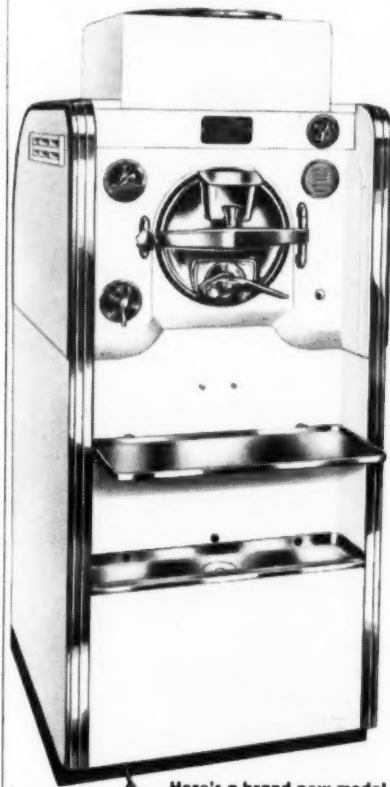
To successfully conduct a business in these days of scarcities, you really need **DEPENDABOOK** No. 154... If it's available you'll find it listed in this latest edition.

"Service doesn't fatter when it comes from Harry Alter"

The HARRY ALTER Co. WHOLESALE ONLY
1728 South Michigan Avenue Chicago 16, Ill. 134 Lafayette Street New York 13, N.Y.

NEW 1951 MILLS ALL IN ONE FREEZERS

Designed and Priced for Faster Selling!



Here's a brand new model—The 1951 Mills Hopper Continuous Custard and Ice Cream Freezer (pumpless) is lower priced, simpler to operate and clean. 80% of your freezer buyers will want this Mills. This model is available with the new Draw-Off Custard Spigot.

NEW

Gravity-Fed Refrigerated Hopper Model. Lower price, simpler operation—wider distributor sales opportunities!

NEW

*Draw-Off Custard Spigot available on all 1951 Hopper and Pump models!

NEW

*Extra Heavy Drive Head. Greater strength for lower temperatures!

NEW

*Two horse-power Agitator Drive Motor interchangeable with standard motor for extra low temperature custard operations.

*These are the only suggested changes offered by our nation-wide Distributor organization in 1951!



The 1951 Mills Pump-Fed Refrigerated Side Cabinet Model is designed especially for the large operator. It provides great convenience and assures a steady supply of custard or ice cream. The new sanitary Draw-Off Spigot shown serves custard with the utmost speed and ease.

MILLS A GREAT NAME THAT SELLS A GREAT LINE FOR YOU TO SELL

The Mills name on counter freezers has meant top quality for 21 years. Every prospect knows and respects that name. He may not be familiar with the new 1951 models and features, but when you say Mills, your selling job becomes easier.

Therefore, the Mills line is a great line for you to sell. There is a model for every location. New products are being developed to make the line even larger and more profitable. Watch for these developments.

New and improved features on the 1951 line make fine machines even finer, and provide distributors with carefully engineered and tested selling features. Sales come faster, profits grow bigger, and service becomes lower when you sell Mills All-In-One Freezers!

MILLS INDUSTRIES

INCORPORATED

4102 Fullerton Ave., Chicago 39, Illinois

Highly Profitable Territories are now Open for Reputable, Live-Wire Distributors

Due to present conditions, we have adjusted our sales plans, and distributorships are now open. Production quotas have been increased as a precaution against restrictions later. However, we expect an early season and suggest that potential distributors act at once.

We have a comprehensive sales plan backed up by a big national advertising campaign. Promotional material including mailers and free ad mats are available. Of course, Mills' very liberal discounts are expected to remain the same.

For more details, use the coupon. You will find Mills Freezer men the same reliable, helpful men that have been serving your industry for years. They will cooperate with you and your sales force.

MR. A. E. WILSON, SALES MANAGER, FREEZER DIVISION
Mills Industries, Inc., 4102 Fullerton Ave., Chicago 39, Ill.

Please send me ☐ 1951 literature or ☐ full information on profit potentials, and territories available in and around my area.

Name _____

Company Name _____

Address _____

City _____ Zone _____ State _____



Send your shaft problems to us! For more than 20 years we have been making precision shafts of all types for air conditioning and refrigeration compressors. We offer you the experience, the skill and the facilities to produce exactly the kind of shaft you need. Send blueprints for quotations on any type of shaft you may need.

MODERN MACHINE WORKS, INC.

5854 S. Kirkwood Avenue

Cudahy, Wisconsin

SUPER-COLD
COMPLETE FOOD STORE
REFRIGERATION UNDER
ONE GREAT NAME

Write for new liberal
Distributor-dealer
franchise agreement.

THE SUPER-COLD CORP.
1020 EAST FIFTY-NINTH STREET
LOS ANGELES 24, CALIFORNIA



By eliminating losses
from leaking
liquid indicators
Leak-proof

E-Z-SEE

**pulls up
greater
profits**

(1) E-Z to see thru—both sides of the body are open to let in light. (2) Positively leakproof—can't leak, springs automatically maintain the right force to form a positive seal. (3) Perfectly Safe, glass protected for pressures up to 500 psi.
AT LEADING WHOLESALEERS EVERYWHERE.
Literature and prices on request.

REMCO INCORPORATED
ZELIENOPLE, PA.

FARM MILK COOLERS Factors Considered In Design Construction of 'Front-Dor' Type

By Elo C. Tanner, Engineering Department,
Westinghouse Electric Corp., Springfield, Mass.

In the design of the new "Front-Dor" farm milk cooler, two of the principal aims were to effect a maximum reduction in the lifting work of the farmer's milk handling chores, and to bring about the reduction of milk temperature from 90° F. to 50° F. in the proper time of one hour or less.

With the use of an 11-in. milk can lift, it is estimated that the Front-Dor cooler saves the average farmer the work equivalent of lifting 2 tons, 1 ft. each day. Complete elimination of lifting is possible if the cans are filled while on a dolly in the milk room, since this allows easy sliding of cans into the front-opening cooler.

Reduction of milk temperature from 90° to 50° F. in one hour requires a large quantity of stored refrigeration. This is usually obtained by one of two methods: one, stored refrigeration provided by cold water that takes the initial shock of the warm milk; two, stored refrigeration provided by ice and water.

Since the cans in a front-opening cooler are in an air space instead of water, or ice and water, this new design provides additional space for a reserve of stored refrigeration.

REFRIGERATION

A 6-can cooler requires 20,000 B.t.u. to cool the milk from 90° to 50° F. in one hour. To do this, the refrigerating unit capacity has to be supplemented by about 1,500 lbs. of cold water occupying 24 cu. ft. of

Factors that were considered in the design of a new model farm milk cooler and engineering and construction approaches that were utilized to meet the design considerations, are outlined in the accompanying article by Mr. Tanner.

The article holds much of interest not only to refrigeration engineers and contractors, but to all who may have any connection with farm milk cooling problems.

space. This space, plus that occupied by 6 cans, totals over 40 cu. ft. This voluminous size is eliminated by use of an "ice bank," since 110 lbs. of ice can do the work of 1,500 lbs. of water.

For fast cooling, complete melting of this ice within one hour is impractical, so the 110-lb. bank is increased by 30%. This provides a surplus to cool the milk to 50° within an hour, and to continue the cooling below 50° after the hour.

To present as much surface as possible to the circulating water, the ice is in the form of a large slab about 5 in. thick. This slab is frozen on a two layer copper-tube coil placed in a 6-in. water bath in the bottom of the cooler. Over-all dimensions of the coil are smaller than the tank's, making enough water available for the water-circulating system.

CONTROL OF ICE BANK

To insure building of the right sized ice bank twice a day, and to maintain it until needed, the rubber insulated control bulb is located

above the top layer of the coil. In this position, it keeps the refrigerating unit operating until the bulb is encased in ice, then cycles the unit to maintain a constant quantity of ice.

Because of the bulb's location, the water spray, which is warmed by freshly loaded cans, melts the encasing ice and causes the bulb to start the unit soon after the cooler is loaded.

WATER-CIRCULATING SYSTEM

The low pressure, high volume water-circulating system quickly applies the full refrigerating effect of the ice bank to the milk cans because of its large non-clogging passages. The pump is a removable unit assembly which drops into position through a hole in the cabinet top. Its propeller at the bottom of the 3-in. diameter housing is driven through a flexible coupling by a 1/2-hp. motor.

Three notches at the top of this housing deliver water across small gaps into open troughs, which, in turn, deliver water to the cans. Large holes located at the bottom of the full troughs deliver streams of water to the necks of the cans under a slight pressure. Eight streams of water strike each can, completely covering it with a flow of cold water from the neck down.

A flow of 25 g.p.m. provides good cooling when properly distributed over the cans, and melts the ice bank satisfactorily without an elaborate baffling system. Use of large holes reduces clogging, and open troughs make inspection and cleaning easy.

TIMER

Tests in a 90° room show that the milk in the cooler rises to 52° in an overnight storage period. In a 110° room, it rises to 59°. Milk leaving the dairy farm at a temperature of over 50° might be too warm on

arrival at the receiving station. This is particularly true on a long pick-up route during the summer.

To keep the stored milk at a safe temperature—below 50°—the electric timer-controlled circulating system operates for 10 minutes every 2½ hours to maintain the milk temperatures below 45° at all times.

The timer motor operates continuously and drives a cam that actuates a switch in the pump-motor circuit. This pump and timer circuit is independent of the refrigerating system. If the ice bank is reduced by periodic water circulation, the control located in the ice starts the refrigerating unit.

After each loading of the cooler, the timer is set at start position. Thereafter, the operation is automatic, with an initial 1½ hour continuous flow of ice-cold water over the cans, followed by a 10-minute flow every 2½ hours until the next loading.

HERMETICALLY SEALED SYSTEM

An hermetically sealed refrigerating system as discussed here means a system in which the hermetic motor-compressor, condenser, evaporator, and all connecting tubes are put together as a unitary assembly by hard soldering. It is leak-tested, dehydrated, evacuated, charged with oil and refrigerant, and performance tested at the factory. This system is designed for factory servicing only. It is not just an hermetic compressor connected to a condenser and evaporator by flare fittings that permits the refrigerant circuit to be opened in the field.

Collapsing the evaporator coil from a length of 43 in. to 9 in., and vertically by 17 in., reduces handling problems of an otherwise bulky hermetically sealed system. When the collapsed system is ready for installation in the cooler it is expanded so

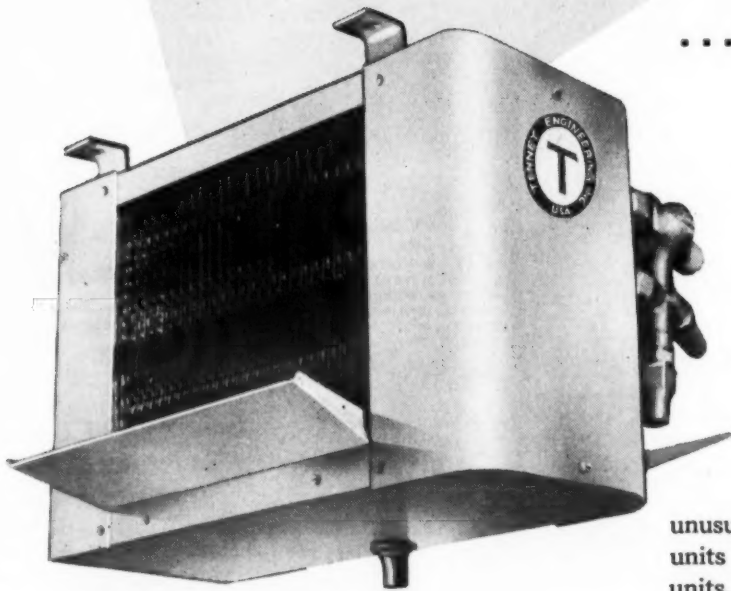
(Concluded on next page)

YOU

ENGINEERING?
ADAPTABILITY?
DEPENDABILITY?



...and our complete line



Tenney Mighty Midget Unit Cooler—Unsurpassed unit for Back Bars, Under Counter Boxes, Reach-In Coolers sized from 16 to 30 cubic feet. It's compact efficient, requires no lubrication and minimum maintenance. The Mighty Midget is just another example of Tenney's ability to supply the cooling unit best equipped to handle a particular job. You can't go wrong with Tenney.

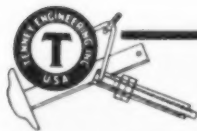
The Tenney organization is made up of specialists who know every phase of refrigeration engineering. Their advice is sound, is based on years of experience in pioneering and developing temperature and humidity control equipment which has become standard throughout the industry. Their assistance is yours for the asking—will prove invaluable whenever you are faced with a problem that is far out-of-the-ordinary.

Adaptability? That and more—for Tenney is an organization of specialists in solving unusual needs. Tenney's standard line of refrigeration units meets every ordinary need, but when special units, special requirements must be filled Tenney can either adapt existing equipment as a solution to individual needs—or can engineer and build equipment which is uniquely able to handle special requirements.

Dependability? Tenney temperature and humidity control equipment is known as standard in the refrigeration industry, wherever it has been installed. It has earned a solid reputation for trouble-free, low-cost, operation and maximum efficiency under all operating conditions.

Remember—you always get more from Tenney. Literature and further information on request. Write to

Tenney Engineering, Inc., Dep't E
26 Avenue B, Newark 5,
New Jersey



Engineers and Manufacturers of Automatic Temperature, Humidity and Pressure Control Equipment

CHOICE OF THE INDUSTRY
Since 1927

Quality

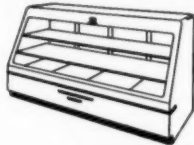
Refrigerator Door Gaskets
and Accessories

JARROW PRODUCTS

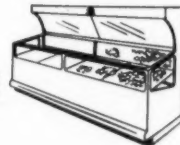
470 N. LA SALLE ST. CHICAGO 10, ILLINOIS

here's the
best method
for **AUTOMATIC**
DEFROSTING of

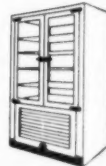
**MEAT
DISPLAY
CASES**



**SELF-SERVE
CASES**



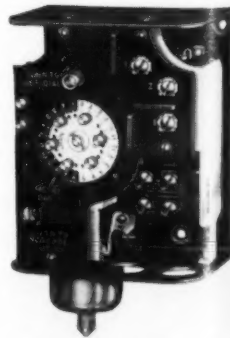
**REACH-IN
BOXES**



T-P... Time-Pressure Defrosting... is the best method for defrosting coils in the 24° F. to 35° F. refrigeration range and higher. Here's why...

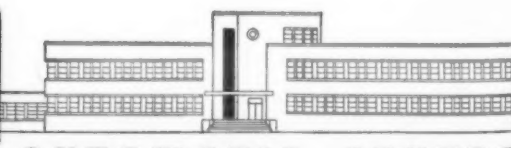
It automatically and correctly varies the defrost period as required... no more annoying problems to determine length of shut-down time which fluctuates considerably with the load and weather conditions. T-P avoids unnecessary shut-down time by stopping compressor only long enough to defrost... NO LONGER... and does it automatically!

Simple, compact and convenient to mount and wire, the PENN Series 325 Time-Pressure Defroster is easy to sell. Learn more about it. Ask your wholesaler or write **Penn Electric Switch Co., Goshen, Indiana**. Export Division: 13 E. 40th Street, New York 16, N. Y., U.S.A. In Canada: Penn Controls, Ltd., Toronto, Ontario.



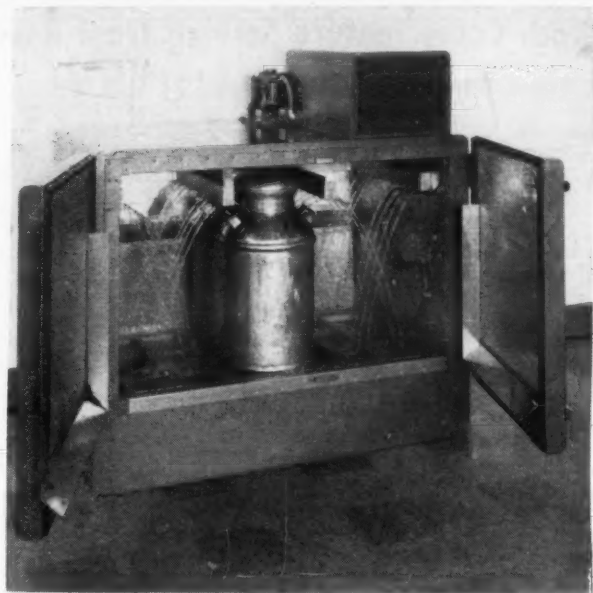
Interior of Type 325. Timer can be set for one to eight "off periods" every 24 hours. Length of "off" period varies automatically with frost condition on coil.

PENN



AUTOMATIC CONTROLS

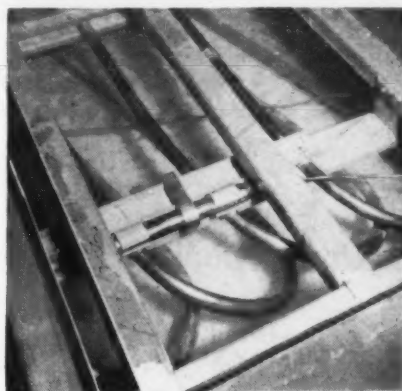
FOR HEATING, REFRIGERATION, AIR CONDITIONING, PUMPS, AIR COMPRESSORS, ENGINES, GAS VALVES



WATER CHILLS MILK: Open view of "Front-Door" cooler shows how chilled water spray strikes neck of milk cans to chill them below 50° F. in less than one hour.



ICE BANK CHILLS WATER: The thermostatically-controlled refrigerating coil shown here stretched across the bottom of the cooler maintains a constant sized ice bank that absorbs the heat from the water dripping from the milk cans.



THERMOSTAT MAINTAINS ICE: The bulb shown here is located at the top of the tank and calls for more refrigeration when the ice around it melts.



FRONT DOOR SAVES LIFTING: It takes only an 11-in. lift for the dairyman to place a can into the cooler. If he uses a dolly, he doesn't have to lift at all—just slide the can from the dolly into the cooler.

Suspended Ice Making Coil Keeps Bottom Of Milk Cooler Clear for Cleaning, Draining

(Concluded from preceding page)

that the coil stretches out the full length of the bottom, and the high side is raised to rest on top of the cooler.

All electrical components are arranged on a separate base plate, which further reduces size and weight of the sealed system and allows easier handling in shop and field. Segregation of the electrical components as a separate assembly helps reduce the cost of the sealed system.

SANITARY REQUIREMENTS

Milk coolers must be easy to clean and milk must not be contaminated in cooling. The open troughs, large holes, and the removable pump assembly are easily cleaned. The ice-making coil is suspended from the can rack so it does not pick up dirt from the tank bottom. The can rack is supported from the front door sill and three small feet that rest on the tank bottom.

This construction keeps the bottom of the tank unobstructed for cleaning

and flushing. A drain from tank to front of the cabinet, just above the floor level, permits complete drainage of the tank when needed. Stainless steel glide rails prevent rusting and allow the cans to glide in and out easily.

Water flow from the troughs is directed to the cream line at the neck of the can without splashing, so water does not leak under the can cover. High pressure misdirected sprays that might be caused by partial clogging of the holes are eliminated by use of the low pressure water system.

CABINET DESIGN

A heavy channel member for the sill and provision for transmission of the load to the cabinet bottom through the front panel and front wall of the sump, combine to withstand repeated banging of cans.

The sides of the opening are reinforced with heavy angle irons to support the doors. The top edge is similarly reinforced to support the high side and to give rigidity to the door openings.

No mullion is used between the

doors as it would add to the length of the cooler. Tight-closing doors are obtained by use of a special latching arrangement. After compression of the right-hand door gasket, further movement of the latches exerts a force which compresses the left-hand door gasket.

Since corrosion might result from acidic or alkaline water, a removable tank or liner that can be replaced from the front is used.

Moisture reduces the effectiveness of insulation, which means higher operating cost, and causes corrosion of the unseen metal surfaces, so spe-

cial attention is given to the cabinet and door gaskets to prevent moisture from entering the insulation space.

The external corrosion problem created by damp milk houses is reduced by use of an electro-galvanized sheet steel cabinet further protected by a baked synthetic enamel.

SERVICING

The removable hermetically sealed system, the segregated electrical assembly, the removable pump assembly, and the liner reflect the designers' efforts to provide serviceability.



... Every wholesaler and his salesmen should know how **DRAWING** affects refrigeration tube

The exceptional uniformity of Wolverine tubing is one of the biggest sales points you have. Here's how that uniformity is secured:

Copper billets are heated to an accurately controlled temperature in a furnace designed to minimize oxidation and scaling. At this temperature the billets are extruded—forced under great pressure over a mandrel and through a die—producing a seamless tube.

The resulting base tube is pointed, threaded over a pin and rod, and then drawn over a pin and through a die. The pin and die must be carefully matched and aligned

in order to produce the best quality tubing. Several such drawing operations are necessary to reduce the tube to its ultimate dimensions and to refine the structure of the metal to its best physical characteristics.

It takes skilled workmen and accurate machines to produce uniform copper tubing. Wolverine makes sure that your customers will keep coming back for more. **WOLVERINE TUBE DIVISION**, Calumet & Hecla Consolidated Copper Co., Incorporated, Manufacturers of Seamless, Non-ferrous Tubing, 1413 Central Avenue, Detroit 9, Mich.

Plants at Detroit, Mich. and Decatur, Ala.

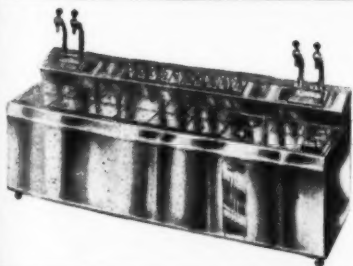
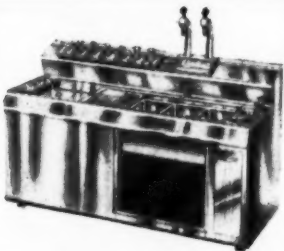
Wolverine Mill Depots:

DETROIT, MICH. • DECATUR, ALA. • HOUSTON, TEXAS • LOS ANGELES, CALIF.
LONG ISLAND CITY, N. Y. • PHILADELPHIA, PA. • PROVIDENCE, R. I. • ST. LOUIS, MO.

Sales Offices in Principal Cities

Everfrost

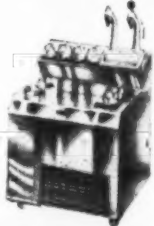
Every day, in every part of the world, more and more fountain dealers are turning to Everfrost for profit-making, easy to sell fountain equipment. There is just ONE reason—with Everfrost you can offer your customers more for their fountain dollar.



The Everfrost line includes a complete range (14 models) of self-contained fountains and luncheonette equipment. With Everfrost you can supply exactly the right unit for every type of installation.

These outstanding features, found on all Everfrost fountains, will make more sales, more profit for you:

Deep drawn sinks
Simplified plumbing
No messy water bath
All-dry refrigeration
Everfrost Safety Pump
All Stainless Steel Interior
Low Installation Cost
Everfrost self-contained pre-cooled Carbonator



Investigate the Everfrost line today—write for the complete catalog.

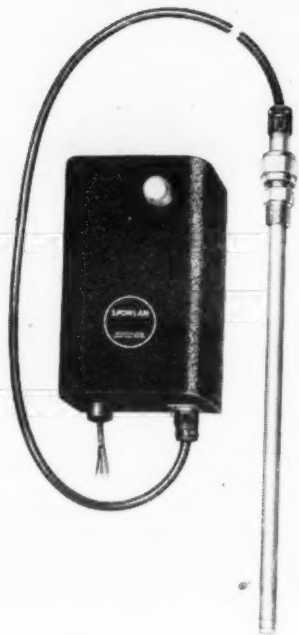
ANDERSON & WAGNER INC.

8701 South Mettler Street • Los Angeles 3, Calif.

What's New

When requesting further information on new products, please use "Information Center" form.

Electronic Liquid Level Control Developed by Sporlan For Flooded-Type Systems



KEY NO. A-230

ST. LOUIS—An electronic device for maintaining the liquid level of flooded-type refrigeration systems using "Freon-12," "Freon-22," or ammonia has been introduced by the Sporlan Valve Co. which is located here.

Called the Select-A-Level liquid level control, the device is designed to actuate a solenoid valve, magnetic contactor, or other equipment requiring the opening and closing of an electrical circuit to maintain constant liquid levels.

By setting two dials, the device will indefinitely maintain the refrigerant level within the differential range and levels established, the company said.

The Select-A-Level control has no moving parts in direct contact with the refrigerant. It does not operate through the use of contact making electrodes, float balls, buckets, or tilting mercury tubes.

The Select-A-Level consists of

three major parts: the control unit, sensing element, and coaxial cable which connects the sensing element to the control unit.

The sensing element is a porcelain coated steel rod mounted in a steel tube which electronically senses any change in its electrical capacity caused by a rise or fall of the liquid refrigerant.

Through the functioning of a vacuum tube, a relay in the control unit actuates a solenoid valve or other equipment requiring the closing and opening of the electrical circuit, it is explained.

The sensing element can be installed directly in a refrigerant evaporator-accumulator or pressure vessel, or it may be used in any liquid column where present practice utilizes a mechanical float unit. Liquid levels can be maintained anywhere between 0 in. and 30 in. depending upon length of sensing element used.

Standard length of the sensing element is 18 in. Other lengths in increments of 6 in. are available up to 36 in.

The component parts of the main control unit including the vacuum tube, relay unit, and electronic unit, are replaceable. Another integral part of the unit is the refrigerant selector plug.

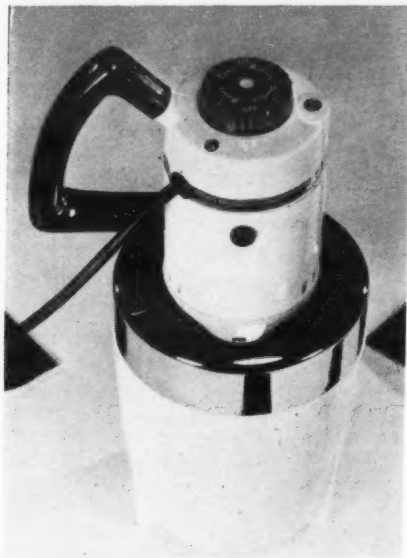
By changing the position of the selector plug, the Select-A-Level will maintain the liquid level of "Freon-12," "Freon-22," or ammonia.

For special purposes such as the actuation of a refrigerant circulating pump, a reverse action selector plug is available.

The control unit measures 6 by 9 1/2 by 3 1/2 in. The coaxial cable comes in a standard length of 10 ft., though longer lengths are available on special order.

Electrical current requirements are 115 volts, 60 cycle, a.c. Shipping weight of a standard unit is normally 16 lbs.

Additional information is contained in Bulletin 60-10, available upon request.



Portable Food Mixer Fits Deep, Narrow Pan

KEY NO. A-231

MERIDEN, Conn.—A new electric food mixer that can be used portably in deep narrow pans has been introduced by Manning, Bowman & Co. here.

The mixer, which weighs less than 5 lbs., features an adjustable handle that can be top or side mounted at the convenience of the user. This feature, according to the manufacturer, with the handle at the top, eliminates the possibility of hands coming into close contact with heat or steam when mixing hot foods in a double boiler, deepwell cooker, or other container.

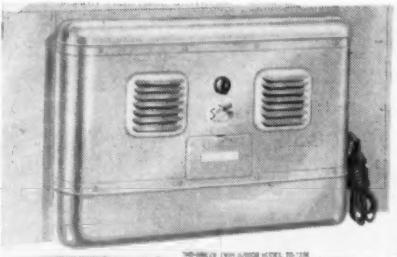
For stationary use, the mixer is equipped with a narrow 6-in. wide mixing bowl that keeps the two beaters in constant contact with the food at all times. The bowl has a capacity of 1 1/2 qts. The motor body rests directly on the chrome bowl collar which seals tightly when the mixer is in use.

Thus, the manufacturer claims, there is no splashing at even the highest of the mixer's three speeds. The speed switch knob is located near the top of the motor unit.

The mixer measures 14 in. high and 6 in. wide. Because the beaters are "sealed in" to the bowl, no cover is needed to keep the unit sanitary, the manufacturer said. The heavy-duty beaters are removable or can be washed off without removing, according to the manufacturer.

The mixer works on either a.c. or d.c. current. The motor is 150 watts, 110-220 volts with a 5 ft. 9 in. molded cord and plug. The mixer is guaranteed for one year and replacement parts are available when needed. It is individually packed and master packed three to a shipping carton.

Direct-Drive Air Cooler Offered for Small Area



KEY NO. A-232

PHOENIX, Ariz.—A direct drive dual blower air cooler for use in small areas such as offices and single rooms has been announced by Palmer Mfg. Corp. here. It retails for "less than \$70 installed," the company said.

The cooler, called the Palmer "Twin Junior," is 15 in. high, 21 in. wide, and 12 in. deep. Weighing 35 lbs., the portable unit is self-contained, with a built-in pump and adjustable air deflecting grilles. Grille vanes may be turned in any direction.

"The effective cooling capacity of the Twin is increased by air motion from the 1,500 velocity feet per minute air discharge," Palmer further stated.

The water reservoir has a capacity of 4 1/2 gals. A trough-type water drip system is claimed to permit "thorough pad coverage and efficient cooling."

Window fillers are included with the cooler, making the unit adaptable to variable size windows.

Palmer said the cooler's c.f.m. rating is 320.

New Koch Cases Feature Serving from Rear

KEY NO. A-233

NORTH KANSAS CITY, Mo.—Newest additions to the Koch line of refrigerated display cases are the Series 700 and 800 self-service meat display cases.

Most important feature in both new series, the company said, is the advantage of serving from the rear without interrupting customer traffic in front.

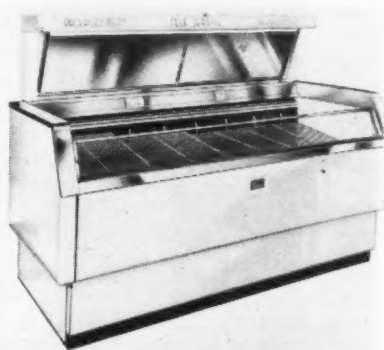
Both the 700 and 800 open-top cases come in 7 and 10-ft. lengths with removable ends for joining, permitting a wide variety of floor plans.

Designed to keep packaged and pre-cut meats at convenient, hand-level heights, the shelves are fully adjustable at both ends.

Welded steel construction, finished in fadeproof white porcelain, both models have stainless steel along the top and arms of the basic case, extending below and in front of the triple-glazed front to prevent damage caused from customers' shopping carts.

The display cases in both series are identical.

Series 800 has an added "Sales-



Koch model 807 refrigerated self-service display case.

maker" superstructure which provides full-length fluorescent lighting, lighted display signs, and sliding panels of polished plate glass mirror to permit loading service from the rear.

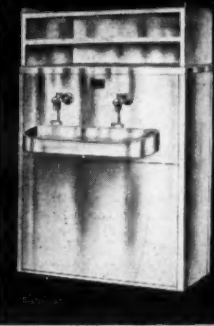
One suggested use is as a partition, fronting the cutting room.

Production has started and literature is available on both the 700 and 800 series from Koch Refrigerators, the manufacturer has indicated.

Manufacturers of Coolers & Filters for over 40 Years

CAFETERIA WATER COOLERS

Stainless steel. Special cafeteria design. High capacity, super storage. Shelves, glass-fillers and/or bubblers as required.



Costs no more Gives much more

Service Satisfaction Dollar value

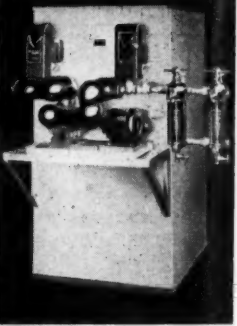
COOL, CLEAR, DECHLORINATED WATER WITH

FILTRINE FILTER-DECHLORINATORS

Eliminate tastes, odors, foreign particles. Promote cooler satisfaction — dealer sales.

INDUSTRIAL PROCESS COOLERS

Temperatures to 34° sustained as set. Special features for bakery, bottling, other processes. Rugged construction.



A Few Choice Areas Open for Factory Representatives

FILTRINE MANUFACTURING CO. 53 LEXINGTON AVE., BROOKLYN 5, N.Y.

Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

What's New or Current Literature Available

Key No. Key No.
Key No. Key No.
Key No. Key No.
Key No. Key No.

Products Advertised
(list name, page and issue date)

(PLEASE PRINT PLAINLY)

Name Title
Company
Street
City Zone State
Type of Business

MAIL THIS FORM TO
AIR CONDITIONING & REFRIGERATION NEWS
Reader Service Dept.,
450 W. FORT ST. DETROIT 26, MICHIGAN

It's the little extras that keep systems running smoothly



These little fittings are more than just the means of making a connection or rounding a corner. If they are quality-made and engineered for the job, you'll find that they will keep a system running smoother, longer. And Superior fittings do just that. These little extras do the trick — flare protectors — longer dry-seal threads — forged elbows, tees and crosses — and longer, heavier hexes. All these make your job a lot easier — and keep the system operating longer.

Your local wholesaler can supply you with Superior fittings

Superior valve and fittings co.

Pittsburgh 26, Pa.



What's New (Cont.)



Nesco Electric Roaster Has Built-In Timer

—KEY NO. A-234—

MILWAUKEE—A new electric roaster equipped with a built-in timer clock that makes cooking completely automatic is the top model in a new line introduced recently by Nesco, Inc. here.

A 20-qt. roaster, this model features a push-button cover release, a temperature control dial, and handles that never get hot. Colored in a white, gray, and gold motif, the roaster was designed by Raymond Loewy to harmonize with any kitchen decoration scheme.

The 20-qt. model carries a retail price of \$79.95.

Other models in the line are:

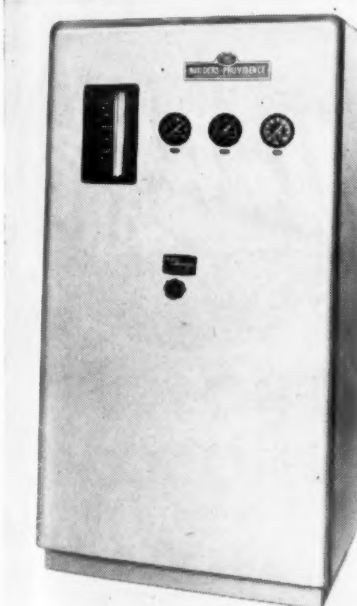
The 18-qt. model No. 136 featuring the temperature guide and a "see-through" window in the stainless steel cover. It retails at \$59.95.

The 18-qt. model No. 135 featuring a push-button cover release, retails at \$49.95.

Six-quart oval roasters and casseroles are also included.

The roasters are made in table-height floor units or in portable models.

Builders-Providence Adds Larger Chlorinizer



—KEY NO. A-235—

PROVIDENCE, R. I.—A new high capacity chlorinizer with feeding rates of from 100 to 6,000 lbs. per 24 hours was introduced recently by Builders-Providence, Inc. here.

The chlorinizer is designed for use in domestic and industrial water treatment and for sewage and industrial waste treatment.

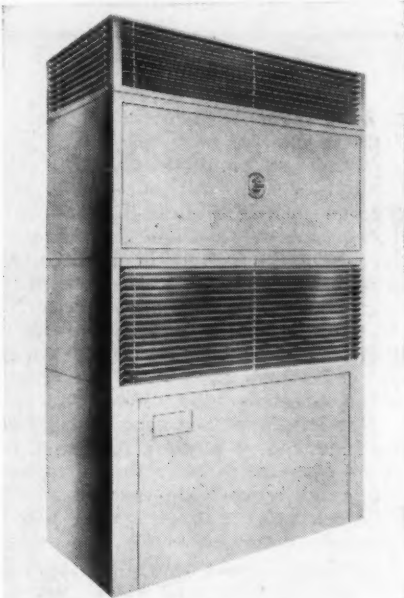
Called the HCVS, it has fundamentally the same design as the lower capacity models manufactured by the company. Like the other units it has a visible gas flow feature.

To the basic HCVS manual chlorinizer may be added Builders step control, automatic proportioning, semi-automatic and programmed control with no modification of the basic manual unit. The full feeding range of each unit is available with no change in the functional parts.

WHY WAIT?

Get your new product info pronto. Use coupon on "What's New" page this issue.

Airtemp Offers 11-Ton Packaged Conditioner



—KEY NO. A-236—

DAYTON—The addition of a new 11-ton packaged air conditioner to the present line of 2, 3, 5, and 8-ton packaged units has been announced by Chester S. Stackpole, vice president and general sales manager of the Airtemp Div. of Chrysler Corp.

Equipped with a sealed radial compressor, which operates at 3,500 r.p.m., this unit has a cooling capacity of 132,000 B.t.u. The compressor, directly connected to the compressor motor, is cushioned mounted for quiet operation and sealed in a bath of oil for lifetime performance, it is claimed.

The large return air grille is equipped with cleanable type filters. A "Maxifin" cooling coil is used to produce greater heat transfer per pound of weight, and the combination condenser and receiver is equipped with coil-type spiral finned water passages.

Two dynamically balanced fans are used, both suspended, in self-aligning cushioned bearings and driven by a heavy-duty, rubber mounted fan motor.

Fans may be operated separately for ventilation when cooling is not required.

Other features of this unit include an automatic water regulating valve, built-in thermostat and limit control, super-finished moving parts and factory installed internal wiring system.

The cabinet is 16-gauge steel, Bonderized to resist rust and finished in baked spatter enamel. A heating coil is available as optional equipment for year-round service, the company points out.

Production is expected to start in February.

Current Literature Available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

Emerson Electric Fan Line for 1951 Cataloged

—KEY NO. M-230—

ST. LOUIS—A new Emerson-Electric general fan catalog, illustrated in color, and describing in detail its line of fans for 1951 is now being offered by The Emerson Electric Mfg. Co., here.

This 32-page catalog gives design and construction specifications with complete performance data on the various types of desk and stand fans, air circulators, ceiling fans, kitchen ventilators, exhaust, attic, and window fans.

Included is detailed dimensional information for Emerson-Electric attic, window, exhaust, and ventilating fans.

A copy of the catalog (Unit X6849) will be mailed to those requesting it on their company stationery.

Spec Circulars Issued On Gloeckler Reach-Ins

—KEY NO. M-231—

ERIE, Pa.—Specifications circulars on the Gloeckler Refrigerator Co.'s new reach-in refrigerators are now available to the trade, the company announced recently. The commercial refrigerators covered are the 20.4 cu. ft. and the 40-cu. ft. units.

Westinghouse Releases Appliance Guide Book

—KEY NO. M-232—

MANSFIELD, Ohio—To help dealers sell more major appliances through promotion planning, a new omnibus promotion guide booklet is now being released by the Westinghouse Electric Appliance Div. here.

The booklet brings together all materials supplied by Westinghouse to help the dealer tie-in his merchandising program with the company's national advertising. Appliances covered include refrigerators, home freezers, ranges, laundry equipment, dishwashers, water heaters, and "Waste-Away" garbage disposers.

Product background displays for use in windows, spot, or selling centers are described and illustrated. These include "DiaMagic" display frames, "Arrolite" point-of-sale units, and "Sho-Cloth" plastic drapes.

Individual product displays that point out important sales features

and dress up selling centers are presented, as well as wall posters, stickers, and banners.

Selling literature designed for use as handout or mailing pieces is given including full-line folders, cards, and booklets. Those items which can be imprinted are individually indicated. Other selling tools such as care and use books, price and feature cards, and pocket briefers are also included in the book.

Further sales helps include a complete list of demonstration and sales training materials, movies, projectors plus glossy prints and product mats.

Dust Control Covered In Pangborn Booklet

—KEY NO. M-233—

HAGERSTOWN, Md.—Detailed selection, operation, and maintenance data for the plant engineer responsible for dust control is contained in a 50-page, digest-size book—"Industrial Dust Control Through Exhaust Systems"—offered free by the Pangborn Corp., here.

Illustrated with 15 photographs and 10 line drawings, the book treats, in three major sections, (1) exhaust hoods and piping systems, (2) dust collecting equipment, and (3) exhausters and drives.

Two introductory chapters list six basic methods of accomplishing dust control; give seven reasons why improperly planned dust collection installations do not fully perform their function; and analyze with text and line drawings the three basic elements of dust control exhaust systems.

A final 8-page chapter is devoted to exhaust system operation and maintenance.

A detached problem sheet is included on which the reader can enter data particular to his case. Compilation of this data can expedite the work of the dust control engineer when trying to work out system details.

MR. DISTRIBUTOR DEALER

Get lined up with a good line for '51.

Farm and home freezers, commercial display cabinets, dairy cases, bottle coolers, walk-in coolers.

Profit by selling the American "Aristocrat" line.

AMERICAN REFRIGERATION CORPORATION

1025 E. Excelsior Avenue
Hopkins, Minnesota

speaking about TRADE-INS

is a spiffy new 24-page booklet just published by the News. It presents you with some fresh, dandy ideas on how to help eliminate one of your perennial bugaboos, the "trade-in" problem.

The whole problem is divided into three categories and some sound, sensible methods on how to deal with each category are described. 1. Acquiring the "trade-in" and determining its worth. 2. Reconditioning the "trade-in." 3. Marketing the "trade-in."

The whole contents of this booklet is compiled from the best articles on and experiences of other appliance dealers whom the News has talked to in the past year. These ideas are actually used successfully and perhaps they would work as well or better for you. At least you can read about them and see how they fit in with your operation.

The booklet sells for 50¢ a copy. Order now! Use this coupon.

Business News Publishing Co.
450 W. Fort St., Detroit 26, Mich.

Please send me copies of your new booklet "Speaking About Trade-Ins," at 50¢ per copy.

Name

Address

City State 2-19-51

Lovely to Look at... So Wonderful to Own



"We've a supermarket at our fingertips—better food at bargain prices" say happy BEN-HUR freezer owners. And the savings in food costs save the freezer cost in months.

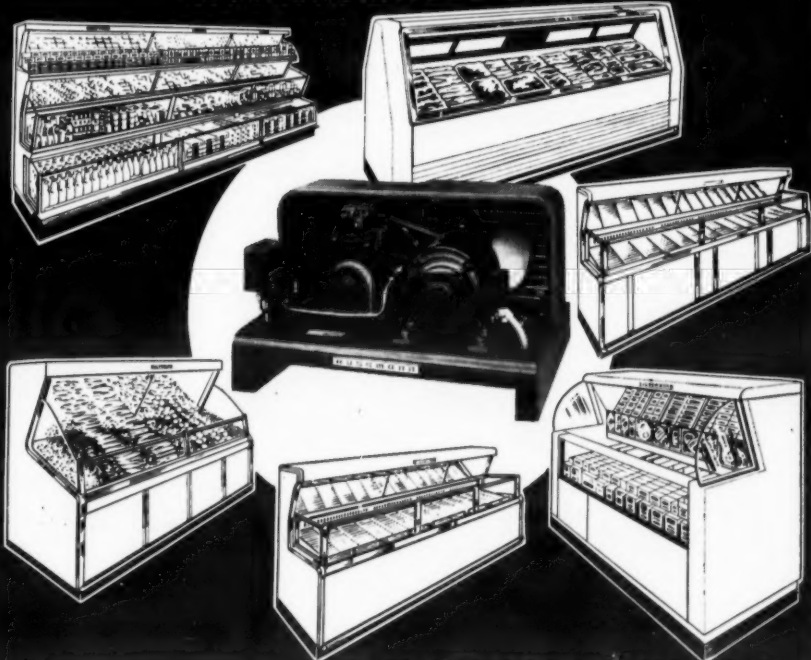
Unique selling tools, the most effective in the industry, help BEN-HUR dealers to easy freezer sales records. Find out about this profit-opportunity!

BEN-HUR MFG. CO. • Dept. AC — 634 E. Keefe Avenue • Milwaukee 12, Wisconsin

BEN-HUR FARM and HOME FREEZERS

HEALTHFUL LIVING THROUGH FROZEN FOODS

HUSSmann® REFRIGERATORS--



ARE SCIENTIFICALLY DESIGNED IN BALANCE WITH

HUSSmann® REFRIGERATION

The complete HUSSMANN Line of Display Refrigerators is designed to meet every selling need in the modern food store. And, balanced to HUSSMANN Refrigeration Systems, each unit is designed to meet every Refrigeration need, as well! You can recommend HUSSMANN with complete confidence.

HUSSmann®

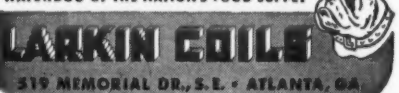
HUSSMANN Refrigeration, Inc. • Hussmann Bldg. • St. Louis 6, Mo.
Ruddy Freeborn Co., Ltd., Brantford, Ont., Hussmann Canadian Subsidiary

LOOK to LARKIN**For Efficiency****LARKIN HALF-TURRET HUMI-TEMP**

Efficient operation makes a product easier to sell on one hand; builds solid customer satisfaction on the other. Precision engineering—only the best materials—skilled craftsmanship—and almost 25 years experience in commercial and industrial refrigeration—all add up to higher efficiency for every Larkin product. And this means lower operating costs — important to buyer and seller alike.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

**WE WILL BUY!**

SURPLUS REFRIGERATION UNITS
BELT-DRIVEN OR HERMETICS
1/6 H.P. to 10 H.P.

ANY QUANTITIES • MUST BE NEW

Write, Phone Or Call For
IMMEDIATE ACTION
TRACO Industrial Corp.
455 W. 19 St., N. Y. 19, Watkins 4-4302
(Send for Traco's complete list of sensational bargains)

Refrigeration Problems**and their Solution**

by **Paul Reed**

For Service and Installation Engineers



Paul Reed

Drying Refrigerating Equipment

In previous articles it was determined that we could dry a refrigerating system effectively and quickly by blowing dry air through it. Instead of trying to evaporate the free moisture on the inner walls and in recesses in the equipment by heat and vacuum, and then pumping out the water vapor to a low vacuum, we can blow dried air through the individual parts of the system. The dry air "soaks" up the water and carries it out of the system.

We found that the air must be dry; not ordinary compressed air which is wet until it has been dried. The general principles of drying the compressed air and several methods of doing it were described. It was also mentioned that carbon dioxide or nitrogen in factory cylinders could be used, for both are quite dry.

It was not mentioned, but it should have been, that oxygen must never be used, either to blow the moisture from a system or to build up a pressure for testing. If oxygen comes into contact with oil, even a small amount, it combines rapidly with the oil, and develops extreme heats and explosive pressures.

Never use oxygen. Several very bad accidents, in which men were killed, have happened because oxygen was used either to blow out the system or to build up test pressures.

ALCOHOL WASHOUT METHOD

Another method that is sometimes used may be called the Alcohol and Air Method, or the Washing Method. It involves putting some liquid, such as alcohol, into a system and then blowing it through with dry air, CO₂, or nitrogen.

The alcohol combines readily with the water to form an alcohol and water solution, which is then blown out with dry air, CO₂ or nitrogen. The greater amount of the mixture over the water itself, is more easily blown out than the water only.

Big advantage of this method is that the alcohol not only dissolves and carries out a large amount of the free water, but it is also a good solvent for some of the gums, sludges, dirt, and other foreign matter that may by some means or another, have got into the refrigerating system.

In fact the Alcohol and Air Method is more of a Washing Method than a means of drying out the system, although the alcohol does dissolve the water, and is therefore helpful, especially if there is a great deal of water in the system.

Blowing alcohol through a coil or other part is particularly effective on dirty systems, such as systems in the field that have been mistreated, or that have had sludges or gums form in them, because of excessive moisture or heat, improper oil or foreign materials.

Many refrigeration service engineers carry a bottle of methyl alcohol in their tool kit for use in washing out expansion valves or solenoid valves that are "sticky." If the trouble was due to moisture freezing in the valve or to gummy substances or dirt, the alcohol is helpful in dissolving them.

The valve and bulb must be removed from the system, the alcohol poured into it and the valve vigorously shaken. Then it should be quickly attached to a cylinder of "Freon-12" and blown out. In the case of thermostatic, expansion valves, see that the bulb is warm so that the valve is open.

It is advisable to repeat this wash-out-blowout operation at least once.

Do not leave alcohol in the valve, or blow it into the system.

Suggestion of this method of washing and blowing out expansion valves or other parts of the system with methyl alcohol, is not to be considered as a recommendation for using methyl alcohol or similar liquids in the system to dissolve the water or otherwise prevent its causing trouble in the system due to freezing at the expansion valve. If moisture gets into a refrigerating system, it should be removed. There is no effective substitute.

Nor should carbon tetrachloride be used instead of alcohol. As has been often repeated in this column, carbon tet is far more toxic than is generally realized. If breathed in heavy concentrations or small concentrations over a period of time, carbon tet can be extremely dangerous.

Moreover, carbon tet unites with free water very readily and in doing so, acids are formed. These acids attack the inside parts of the system and leave a grayish powder which when picked up by the refrigerant and oil, may cause sludges and, it has been definitely proven, does actively promote "copper plating."

One of the high flash point naphthas, usually referred to as a Stoddard Solvent, may be used but only outdoors, for there is a very real fire hazard. It is not very effective in removing moisture, however. Care against fire must be taken even when flushing out equipment with alcohol, for alcohol is quite flammable and the fumes can even be explosive.

In flushing equipment with alcohol, care must be taken that all of the alcohol is blown out. If alcohol is left in the system, it may react with the refrigerant and oil to form sludges in the compressor and has been known to actively promote copper plating.

HOT AIR METHOD

What might be called a variation of the dry air method, is to use ordinary room air but pass it through a heated vessel before blowing it through the coil or other piece of equipment that is to be dried. Heating the air does not remove any moisture from the air, but it does expand the volume of the air, and since it holds the same total amount of moisture by weight as it did before heating, the amount of moisture per cubic foot is reduced. Consequently, its relative humidity is reduced; and being "drier" it can pick up a greater amount of moisture per cubic foot than before it was heated.

Moreover, the heated air heats any free moisture in the equipment being dried, thus raising its vapor pressure and making it easier to remove.

If, before heating the air, it is passed over a cold coil, much of the moisture in the air can be condensed out. In this way, the amount of moisture in the air is actually reduced, so that when it is afterward heated, it has a greater capacity for picking up air than if ordinary room air were heated and blown through the equipment to be dried.

CONTINUOUS REACTIVATION SYSTEMS

Another method that has consider-

able merit, especially for shop use but which can also be used out on the job is to dry the air circulated through the equipment by means of a system using silica gel, activated alumina, or other desiccant.

The air is continuously circulated through a bed of the desiccant. Parallel to the vessel holding the desiccant (which we may call Drier No. 1) is another vessel of desiccant (Drier No. 2). While No. 1 is being used to remove moisture from the system, No. 2 is being reactivated by heat or vacuum or both.

After No. 1 has been used long enough to become moisture-laden, the circulation is switched to No. 2, and No. 1 goes on the reactivation cycle. Very low dewpoints can be obtained with this type of equipment.

(To Be Continued)

Cotton Mill Plans Building For Air Cooling Equipment

SPARTANBURG, S. C.—At a cost of more than \$600,000, a plant expansion and improvement program is underway at the Drayton Cotton Mills here. New construction will include a one-story building, 26 by 125 ft. for air conditioning equipment

Tree, North Get N. Y. Franchise

NEW YORK CITY — Russell T. Tree, former general manager of Mainco Air Conditioning and Refrigeration Corp. here, has announced that he and Charles E. North, Jr., have acquired the Frigidaire franchise in Essex and Union counties in New Jersey.

Tree said that Sherman Loud has replaced him as general manager of Mainco.

MISSING SOMETHING?

More and better useful information is yours for the asking. See "What's New" page.

NEW Positively Leakproof!
DIAPHRAGM PACKLESS
SEALFLO
LIQUID INDICATOR

See your wholesaler. Write for literature and prices.

Greatest Refrigeration Parts Development Since the Diaphragm Packless Valve!

Diaphragm-sealed, no packing to leak, no springs to weaken, Sealflo saves on service calls, liquid losses. Pyrex gage glass floats, fused at ends to flexible alloy diaphragm that's sealed to viewing tube. Magic line viewer.



SEE-ALL FLOW
SEALED FLOW
4 Practical Sizes
Patent Pending

Fine PRODUCTS CO. 185 N. WABASH AVE. CHICAGO 1, ILLINOIS

You'll be contented, too...**with Ranco MILK COOLER REPLACEMENTS**

You'll spend far less time on the job, save shopping all over town for the right control, and make greater profits —when you replace it right with a Ranco Milk Cooler Replacement. Visit your Ranco wholesaler and select from the most complete line ever supplied to the trade!

RANCO REPLACEMENT REFERENCE No. 1244

... includes alphabetical listing of all refrigeration manufacturers, trade names, and the Ranco Replacement Control code number. Copies available only through Ranco wholesalers.

Ranco Inc.
COLUMBUS 1, OHIO



WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

How To Dig \$100 Out of Your File

Panel 1: "Hm... \$100 Prize Contest for the most unusual air conditioning installation... Sounds interesting!"

Panel 2: "Miss Jones -- Will you please bring me the file on the air conditioning job we did for the zoo."

Panel 3: "Fine! Now answer these few contest questions, & then get a picture from our sales presentation folder."

Panel 4: "Good! Now drop it in the mail -- and keep an eye out for that \$100 first prize!"

That's All It Takes To Enter!

(See Ad, Page 22)

Philco Corp. Offers Nationwide Service Plan with Factory Aid

PHILADELPHIA—A new and enlarged nationwide program of factory supervised service has been announced recently by Henry T. Paiste, J., vice president, Quality and Service, Philco Corp.

Paiste emphasized: "We have launched a plan to make Philco factory supervised service an important benefit to every customer, dealer, and service technician. This plan means better service for the user, continued goodwill for the dealer, and superior training and equipment for the appliance serviceman."

"Philco, as a manufacturer, does not believe in competing with our own dealers for service business. Instead, we are keeping the responsibility for service where it belongs, with our dealers and servicemen."

DEALER PROVIDES SERVICE THROUGH WARRANTY

"Dealers will provide for service on every Philco product they sell, for at least the duration of the warranty period. This service may be provided by the dealer's own service department, or through approved and reliable service contractors," Paiste declared.

In developing the new Philco plan of factory supervised service, several important steps have already been taken. The number of Philco field service engineers has been more than doubled, to assure closer supervision of servicing in each area.

SUPERVISORY HELP BEING EXPANDED

Additional supervisory help is being provided by an expanded organization of distributor service managers and distributor field supervisors, who are making frequent calls on all dealer service personnel and independent service contractors.

Each member of Philco factory supervised service, whether employed by a dealer or by a service contractor, or self-employed, is now receiving more technical information and servicing data than has ever been supplied by a manufacturer in the electrical appliance industry, Paiste claimed.

Philco is sending to each service member a series of monthly publications on servicing techniques, shop practice, and new products; complete service manuals on all Philco products, supplemented by temporary manuals whenever needed; and condensed home study courses on subjects useful to every serviceman.

DISTRIBUTORS MAINTAIN SERVICE CLINICS

Service clinics are maintained by every Philco distributor, so that member servicemen can go there with difficult or unfamiliar servicing problems. In addition, facilities for training servicemen are being vastly expanded.

Each member of Philco factory supervised service is helped in merchandising his own services by such aids as a membership certificate suitable for framing; pocket identification card; truck and window decalcomanias; standard labor charge sheets; plus the weight of aid in national and local advertising by Philco, featuring this new service program.

Philco is also supplying every member serviceman with a portable kit for use on home calls, including a convenient file for keeping service manuals handy, and a tool kit, to help the technician make more "one-stop" calls.

Paiste concluded: "We are backing up this program by making available an adequate supply of replacement parts, and an expanded line of test equipment to make it easier to service each product."

Genuine Joe says:

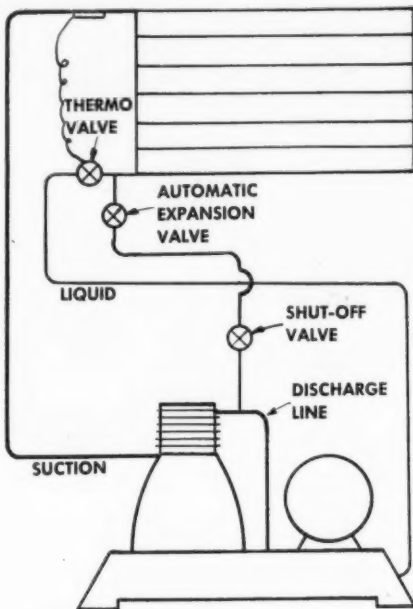


Play safe...

When new motor-starting capacitors are needed, always replace with genuine Wagner Capacitors. Same high quality as original—and you're sure to be right every time.

Wagner Electric Corporation
547 E. MOUTH AVENUE, SAINT LOUIS 14, MO., U. S. A.

Unusual Hook-Up for Milk Cooler Aerator Prevents Oil-Slugging, Short Cycling



HOLLAND, Mich.—Short cycling or oil-slugging by the compressor during periods of light loads is prevented by an unusual hook-up devised for a milk cooling aerator by Charles F. Conrad, refrigeration and air conditioning contractor here.

The method permits maintaining a desired minimum evaporator temperature regardless of load and prevents the compressor from operating at abnormally low suction pressures, Conrad explains.

"This can be used on water-cooling and air conditioning coils to prevent freeze-up and permit a balance between the machine and coils under varying load conditions," he adds.

"We do this simply by connecting the discharge line of the compressor head into the low side, preferably be-

tween the expansion valve and the coil. In this discharge by-pass line, we connect an automatic expansion valve of proper capacity and a hand shut-off valve ahead of the automatic valve. A solenoid could be used instead of the hand valve if desired.

"The automatic valve is so adjusted," Conrad explains, "that when the evaporator reaches the coldest desired temperature, the valve opens. This by-passes the compressor discharge into the coil or suction side and prevents the evaporator from being cooled any further even though the compressor is in constant operation."

"The hand valve or solenoid is used to close the by-pass when the refrigeration machine is pumped down and not in operation."

"We use this method on an aerator for cooling milk, so milk or cream could be cooled at various speeds without freezing on the cooling coils."

"Previously," says Conrad, "we had installed a pressure regulating valve, but this was not so good because the compressor either slugged oil or short-cycled when milk or cream was run very slowly. Now the compressor operates steadily and cools just enough even when cream is being run over the coils slowly."

Conrad has made unusual hook-ups before. He reworked a small unit cooler to provide hot-gas defrosting for plates in a locker plant, and devised a steam heat exchanger for defrosting a low-temperature room.

Westinghouse Designs New Vinyl Gasket for Use In Refrigerator Door



R. K. ESKEW



B. D. MASERITZ

MANSFIELD, Ohio—A new plasticized vinyl gasket designed to provide a better door seal and reduce refrigerator operating costs has been announced by G. H. Meilinger, manager of household refrigerator sales, Westinghouse Electric Appliance Div.

"The vinyl gasket is stronger, more durable, and has a longer life than the rubber gasket it replaces," Meilinger said. "In addition, it is more resistant to deterioration caused by kitchen oils, fats, and acids."

Initial preparations for developing the new door seal were begun 10 years ago, but these plans were soon shelved because of the war, Meilinger reported. Active laboratory tests were resumed in the immediate postwar period.

In 1946, some 2,000 refrigerators were equipped with the vinyl gasket and sent to consumers across the nation for further testing. The new gasket was subjected to severe tests in the hot and humid southern regions as well as the colder climates of the north. Checks were made periodically for stains, resilience, deterioration, and loss of efficiency.

The company expects to equip all refrigerator models with the new vinyl gasket by Feb. 15.

Advance Refrigeration Moves

CINCINNATI—Advance Refrigeration here has moved from 1042 Gilbert Ave. to 1220 Kenner St., Cincinnati 14, the company announced.

Eastern York Distributor Names Eskew, Maseritz

LONG ISLAND CITY, N. Y.—R. K. Eskew's appointment as manager of sales and engineering and B. D. Maseritz as wholesale sales manager has been announced by L. D. Wasson, president of York Distributors, Inc. here, a subsidiary of York Corp.

Both men have been in the air conditioning and refrigeration industry for many years, Eskew having been air conditioning zone supervisor in New York and New England for Servel, Inc.

Previously with the air conditioning department of General Electric Co., Maseritz had such assignments as commercial sales manager, district manager, and direct sales to manufacturers and parts wholesalers.

MORE INFORMATION?

Use Handy Coupon on "What's New" Page of this issue

15 WAYS BETTER

...for YOU to
SELL



...for THEM to
BUY

YORK room air conditioners

Who else but York can offer these 15-Ways-Better features that make sales so much easier, satisfaction so much surer!

★ **2-TO-1 BEAUTY!** Decorator-styled cabinets, decorator-tested colors. ★ **3-TO-1 COMFORT!** Output 3 or 4 directions at once, not 1 or 2. ★ **DRAFT-FREE** circulation—big, modern, multi-blade Turbo-Impeller, not old propeller type fan.

★ **7-TIMES-CLEAN** air with 7-ply filters. ★ **QUICKER** action with York's years-ahead Cooling Maze Coil. ★ **QUIETER!** Cooling mechanism sound-cushioned, cabinet sound-insulated. ★ **TRIPLE INSULATION**—thick acoustic and heat-cold blankets, plus moisture seal (not just 1 thin coating). ★ **FINGERTIP CONTROLS**—the weather you desire at the flip of a switch. ★ **NO-DRIp EXHAUST**—excess moisture diffused outside instead of dripping down walls. ★ **YEAR ROUND** aircleaning, circulation, plus hot-weather cooling, drying. ★ **PUMP-OUT** control clears a roomful of stale air, smoke and

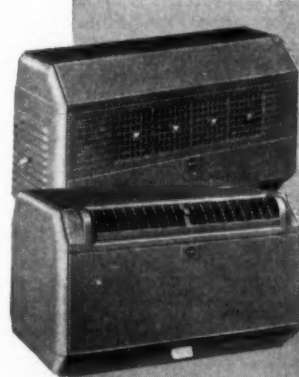
cooking odors in seconds. ★ **ONE HUSKY** output-exhaust motor saves current. ★ **REFRIGERANT-COOLED** compressor saves current and trouble!

★ **COMPLETELY HERMETICALLY-SEALED** refrigerating system, not just compressor. Not 1/2-sealed with nuts, bolts, gaskets... but **Flame-Sealed** light-bulb-tight—leak-tight, air-tight, tamper-proof—so trouble-free, it's backed by...

★ THE YORK FIVE-YEAR WARRANTY!

GET OUT IN FRONT—BE BACKED BY YORK—the greatest air conditioning organization, with the best nationwide service facilities. Top national advertising! All-the-way dealer helps. The name that means most in consumer confidence. A few Dealer Franchises open—check now with your York Distributor or write York Corporation, York, Pa.

WINDOW-SILL MODEL 13, 1/2 HP



Model 24 3/4 HP



CONSOLE Model 41 1 HP

for more
Ice Maker SALES
... FILTRINE
"Taste-Master"
Demineralizer
in the water line

Cuts Service
No Tastes
Clear Ice
Fits All Makes
Small Cost

Crystal Ice... without sludge-forming rust, sediment, mineral residue... chlorine taste... "milky" taste. Ends major source of service calls. Write for new literature.



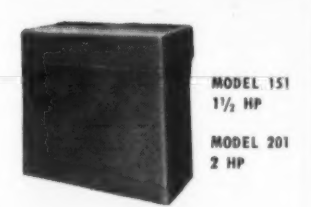
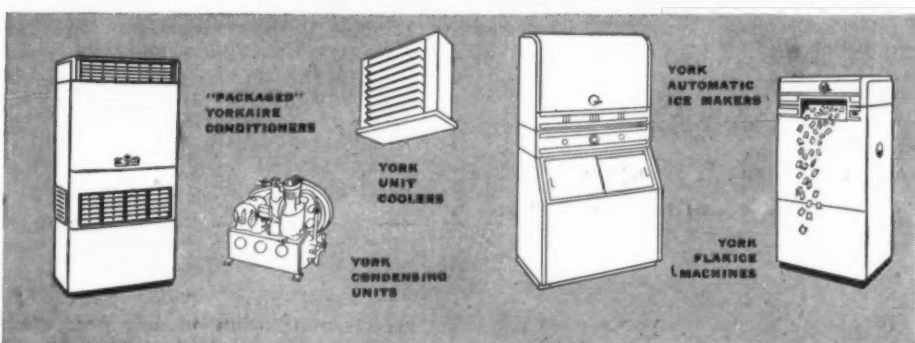
FILTRINE MANUFACTURING CO.
BROOKLYN 5, N. Y.



The big advances come from

YORK

Headquarters for—Refrigeration and Air Conditioning



STEP-MATIC CONTROL wrings out humidity on damp days without excessive cooling—saves money by turning on only one of the Twin Hermetically Sealed Refrigerating Systems whenever weather conditions require but little cooling.



100,000TH COOLER

A special silver air conditioner, just off the assembly line, is presented to B. A. Mitchell (left), president of the Mitchell Mfg. Co., commemorating the company's 100,000th room air conditioner. Presentation is made by E. A. Tracey, vice president in charge of the air conditioning division, on behalf of employees. Mitchell's 1951 line includes new 1/2-hp. and new 1-hp. models.

ASA OK's 2 Standards For Expansion Valves, Shipboard Refrigeration

NEW YORK CITY—Two new standards for mechanical refrigeration equipment have been approved by the American Standards Association.

One is the American Standard Recommended Practice for Mechanical Refrigeration Installations on Shipboard, B59.1-1950, and the other is the American Standard Method of Rating and Testing Refrigerant Expansion Valves, B60.1-1950.

The American Standard for refrigeration installations on shipboard is a guide for the design, construction, installation, operation, tests, and inspection of mechanical refrigeration equipment for the extraction of heat aboard merchant vessels. It deals with systems such as those for carrying refrigerated cargo, preparation and preservation of foods, and cooling or dehumidification of air for circulation to or within ships compartments.

Recommendations cover machinery, prime movers, pressure vessels, heat exchange apparatus, piping, valves, fittings, etc., which during operation of the system come into contact with the primary refrigerant or with any circulated secondary fluid used for transfer of heat, and any accessories, controls, and apparatus affecting the performance or safe operation thereof.

The second American Standard covers methods of rating and testing thermostatic and constant pressure expansion valves for use in refrigerant systems employing volatile refrigerants. It specifies the equipment and procedure to be used in testing and rating; lists the type of data to be recorded and gives illustrations and examples.

A committee of the American Society of Refrigerating Engineers developed these standards. Revisions will be made by sectional committee on each of these subjects organized under the procedures of ASA. The ASRE will be the sponsor for these committees.

Copies of B59.1-1950 cost \$1 each, and copies of B60.1-1950 cost 50 cents each.

Both of these standards may be obtained from the American Standards Association, 70 E. 45 St., New York 17, N. Y., or the American Society of Refrigerating Engineers, 40 W. 40 St., New York, N. Y.

275 Attend Hajoca's 24th Annual Meeting, Quiz Panel on Co. Plans

PHILADELPHIA—More than 275 officers, executives, managers, chief clerks, salesmen, and other specially-invited guests of Hajoca Corp. gathered at the Warwick hotel, here, recently for this 93-year-old company's 24th annual meeting.

Managers of Hajoca's 32 branches, covering the Atlantic Seaboard from Newark to Tampa, met on Friday, Jan. 19, with home office executives at the Warwick while 162 company salesmen and chief clerks were guests of the Bethlehem Steel Co. at their Sparrows Point, Md., plant.

Saturday was devoted to the general company meeting conducted by Hajoca President, W. A. Brecht. Highlight of this meeting was an all-industry panel.

Panel members answered a rapid fire of questions concerning the possible effect of limitation orders and production change-over plans made necessary by the national defense economy on Hajoca's business in 1951. Hajoca distributes the products of nationally known firms in the plumbing, heating, industrial, and refrigeration products fields.

An all-Hajoca executive panel also exposed themselves to questions on all subjects pertaining to company operations. A panel of selected branch managers also took part in the program.

President Brecht announced to the Saturday meeting the authorization of a new branch in Augusta, Ga., to be opened as soon as a building could be constructed in that city.

JUST ASK US!

Turn to "What's New" Page for useful information on new products.

CORRECTION

Walton's In N. J., Not Ill.

A recent reference to Walton Laboratories, Inc., manufacturer of humidifiers for residential, commercial, and industrial use, located the company in Irvington, Ill. The company's headquarters are in Irvington, New Jersey.



F. J. VAN POPPELEN



E. D. KEMBLE

York Corp. Stockholders Approve Pension Plan, Name Directors, Officers

YORK, Pa.—At the annual stockholders' meeting of York Corp., William J. Kelly, George S. Munson, Llewellyn Williams, and Robert W. Wolcott were re-elected to the board of directors for a three-year term, it was announced recently.

Other directors are Carl W. Fenninger, Walter Geist, Philip H. Glatfelter, Elmer A. Kleinschmidt, Stewart E. Lauer, John S. McMartin.

The stockholders voted approval of the general pension plan.

At the meeting of the board of directors, following the stockholders' meeting, the following officers of the corporation were re-elected: Stewart E. Lauer, president; John G. Bergdoll, Jr., John C. Consley, John R. Hertzler, J. Keith Loudon, and Marshall Munce, vice presidents; and D. M. Magor, controller.

Edwin P. Vanderwicken, formerly secretary and treasurer, was elected vice president and treasurer. William F. Lynne, formerly assistant secretary, was elected secretary.

Rodney F. Lauer, Pacific district manager, was elected vice president and will be placed in charge of engineering. Lauer has been connected with York Corp. in various engineering, sales, and managerial capacities since his graduation from Cornell in 1930.

Charles A. Barnes, formerly assistant treasurer, was appointed assistant secretary and assistant treasurer, and J. F. Witman was reappointed assistant secretary.

Elmer A. Kleinschmidt, formerly executive vice president, resigned this office a few weeks ago under a leave of absence but remains a member of the board of directors.

Crosley Picks Winners In District Mgr.'s Contest

CINCINNATI—Crosley Div., Avco Mfg. Corp., has announced the winners of the recently-ended "Keep Their Eyes on Crosley" contest for district managers of its distributors.

R. H. Williams of Modern Distributing Co., Cincinnati, placed first nationally. Second and third places were taken by Fred Markam, Nashville Chair Co., Nashville; and H. B. Caporal, Judson C. Burns, Inc., Philadelphia.

District managers of Crosley distributors were awarded points for the salesmaking help they gave their dealers during a 90-day period. Special emphasis was placed on window display of Crosley products, making use of the display material which the manufacturer provided for the introduction of its 1951 line.

Cash prizes were earned by the high-point district managers in the nation and in 10 sales regions.

Crosley said the contest achieved its purpose—to get the 1951 lines "in the public eye" on a national scale.

New Dept. Store Air Conditioned

DILLON, S. C.—Completely air conditioned, the new B. C. Moore & Sons Department Store has just opened for business in a spacious new building at the corner of Main St. and Third Ave.

G-E A. C. Dept. Promotes Van Poppelen, Kemble

BLOOMFIELD, N. J.—F. J. Van Poppelen formerly manager of manufacturing of the General Electric Co.'s air conditioning department with headquarters here has been named assistant general manager of the department, according to Ralph J. Cordner, G-E president.

His appointment was made upon recommendation of Harold F. Smiddy, G-E vice president and general manager of the department.

E. D. Kemble was named to succeed Van Poppelen as manager of manufacturing of the air conditioning department.

Van Poppelen joined General Electric in 1949, working in Schenectady, N. Y., in the office of the vice president in charge of manufacturing policy. He was appointed to his previously held position in the air conditioning department in 1949.

Prior to joining G-E, Van Poppelen was vice president of the Hupp Corp. of Cleveland.

Previous to this connection he had held posts as chief engineer with Remington Arms Div. of E. I. du Pont de Nemours & Co. He also has been associated with the Cadillac Div. of General Motors, the Ford Motor Co., and the Salem Engineering Co. of Salem, Ohio.

Prior to his new appointment, Kemble was manager of G-E's automatic heating equipment plant at Bloomfield. He joined G-E in 1949 in that capacity.

Frick Sends Engineer On Tour of Latin America

WAYNESBORO, Pa.—Frick Co., is sending an experienced engineer on a trip throughout Central America, including Mexico and certain islands of the Caribbean, and to all the countries of South America, the company announced recently.

This representative, Joaquin Alvarez, will serve the needs of Frick distributors and customers, especially for refrigerating, air conditioning, food freezing, and ice making equipment.

He will also contact those interested in peanut pickers, grain and rice threshers, and portable sawmills.

Alvarez is a graduate engineer with a background of long training and successful practice. He speaks Spanish fluently and has made repeated trips to this area. He will travel by plane, and will devote some four months to engineering and estimating work which will be of a detailed character.

WE WILL BUY!

SURPLUS

REFRIGERATION CONTROLS

PRESSURE and THERMOSTATIC

ANY QUANTITIES • MUST BE NEW

Write, Phone Or Call For
IMMEDIATE ACTION

TRACO Industrial Corp.

455 W. 19 St., N. Y. 19, WAtkins 4-4302

(Send for Traco's complete list of sensational bargains)

November Freezer Sales After Excise Tax, Reg. W Number 49,996 Units--20% Below Oct.

Summary for November and First 11 Months, 1950

Electric Farm and Home Freezers—Complete—Sales by Sizes—Units
Farm and home freezers complete with high and low side and cabinet, where 50% or more of the net cabinet capacity is designed for the freezing and/or storage of frozen foods.

NOVEMBER (27 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. 4.9 cu. ft. and under..	670	2	672
2. 5.0 to 6.9 cu. ft.	1,280	119	1,399
3. 7.0 to 8.9 cu. ft.	9,198	248	9,446
4. 9.0 to 10.9 cu. ft.	2,624	20	2,644
5. 11.0 to 12.9 cu. ft.	13,454	62	13,516
6. 13.0 to 16.9 cu. ft.	12,021	12	12,033
7. 17.0 to 20.9 cu. ft.	9,061	26	9,087
8. 21.0 to 29.9 cu. ft.	959	959
9. 30.0 to 39.9 cu. ft.	240	240
10. 40.0 to 49.9 cu. ft.
11. 50.0 to 59.9 cu. ft.
12. 60.0 cu. ft. and over..
Total—All Models	49,507	489	49,996
13. Total Upright Models (included in above) ..	1,248	1,248

FIRST 11 MONTHS (26-29 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. 4.9 cu. ft. and under..	27,017	410	27,427
2. 5.0 to 6.9 cu. ft.	22,447	96	1,116	23,659
3. 7.0 to 8.9 cu. ft.	102,513	3	1,922	104,438
4. 9.0 to 10.9 cu. ft.	51,297	50	348	51,695
5. 11.0 to 12.9 cu. ft.	187,298	2	1,110	188,410
6. 13.0 to 16.9 cu. ft.	101,441	3	92	101,536
7. 17.0 to 20.9 cu. ft.	77,728	34	174	77,936
8. 21.0 to 29.9 cu. ft.	5,266	2	5,268
9. 30.0 to 39.9 cu. ft.	3,681	3,681
10. 40.0 to 49.9 cu. ft.	21	21
11. 50.0 to 59.9 cu. ft.
12. 60.0 cu. ft. and over..	62	62
Total—All Models	578,771	188	5,174	584,133
13. Total Upright Models (included in above) ..	17,293	96	43	17,432

Participating companies: Avco Mfg. Corp.; August G. Barkow Mfg. Co.; Beatty Mfg. Co.; Ben-Hur Mfg. Co.; Carrier Corp.; The Coolerator Co.; Deep-freeze Appliance Div., Motor Products Corp.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint, Inc.; International Harvester Co.; Kelvinator Div., Nash-Kelvinator Corp.; A. J. Lindemann & Hoverson Co. (in 3-1-50); Masterfreez Home Locker Mfg. Co.; The Maytag Co.; Norge Div., Borg-Warner Corp.; Portable Elevator Mfg. Co.; Refrigeration Div., Philco Corp. (in 8-1-50); Revco, Inc.; Sanitary Refrigerator Co.; Schaefer, Inc.; Emil Steinhorst & Sons, Inc.; Seeger Refrigerator Co.; Victor Products Corp.; Westinghouse Electric Corp.; Wilson Refrigerator, Inc.; Oregon Ref. Co. (out 3-1-50); Sub-Zero Freezer Co., Inc. (out 6-1-50); Whiting Corp. (out 2-1-50).

KRAMER

Evaporative Condensers

FOR TROUBLE FREE SERVICE

2 TO 10 TON CAPACITY
WRITE FOR CATALOG R-162-B

KRAMER TRENTON CO. Trenton 5, N. J.

Refrigeration Units WANTED

Desire to purchase 1/8 to 1-HP Sealed or open type; standard brands; Complete condensing units; Also parts; Give full details.

HARWOODE EXPORT CO.
31 E. 4 Street, New York 3, N. Y.

TO MAKE PROFITS SELL PROFIT MAKERS

Pinnacle The Complete Line of Commercial Refrigerators

• BUTCHER CASES • DELICATESSEN CASES • REACH-IN BOXES • DAIRY WALL BOXES
• FISH AND POULTRY CASES • DOUGH RETARDER BOXES • WALK-IN COOLER

Pinnacle
EQUIPMENT CORPORATION
FLEETWOOD, PENNSYLVANIA

FREE FOLDERS
OF COMPLETE LINE
Export Dept.:
39 Broadway,
New York



Servel '51 Line--

(Concluded from Page 1, Column 2) utilization of the base housing space. Thinner walls, made possible by the use of highly-concentrated insulation, also contribute to the "more space inside, less space outside" feature, he declared.

Exact prices were not disclosed. But Knighton said the price on one of the 1951 8-cu. ft. models is \$30 under a similar 1950 model, and that on a second 8-ft. model is \$10 under last year.

A 10-cu. ft. model in this year's line, he said, is only \$10 above the price charged for an 8-ft. model a year ago. Prices on the 6-ft. models remain relatively unchanged over a year ago.

10-Year Warranty Given

Knighton added that aside from the actual price reduction, the consumer has a further saving through the increase to 10 years in the warranty on the gas refrigerator. The normal warranty given by the refrigerator industry is five years.

He said the 1951 prices represent "a calculated risk on the part of the Servel management" because of rising labor and material costs and impending shortages of materials.

"Government officials in Washington told us recently that as a matter of primary policy the highest level of civilian production consistent with military needs must be maintained," Knighton stated. "We took them at their word and made our plans for 1951 accordingly."

"Servel wants no material for peacetime production if it is truly needed for the nation's vitally important defense effort. When that need arises we will step aside, but until it does, we feel that we are carrying out the wishes of our government by going ahead."

Teague Designed Line

Knighton said the price reductions were made possible through design changes that lowered production costs while providing style changes and improved production methods. Walter Dorwin Teague, noted designer, is responsible for the 1951 styling.

One of the major design changes allowing for reduction, he said, is the one-piece cabinet that replaced last year's model of two pieces with weighted base. This change, he claimed, not only speeds up production and cuts down on handling, but also reduces the amount of steel. At the same time, these design changes increase the food storage capacity while allowing for a decrease in the over-all outside dimensions, according to Knighton.

He cited as an example the two-door 11.5-cu. ft. "Royal" refrigerator, the largest made by Servel in 15 years, and equipped with a separate

SERVEL'S new 9-cu. ft. model in its 1951 Royal series holds more food, yet takes up less floor space than before, it is claimed. Distinct styling by designer Walter Dorwin Teague, has provided all eight 1951 Servel models with a host of time-energy-saving devices.

freezer compartment and door.

"While this refrigerator holds nearly 3 cu. ft. more food than last year's 8.5-cu. ft. model, the largest in the 1950 line, its exterior dimensions show it to be only a quarter of an inch wider and less than two inches higher. A comparison between last year's 8-ft. model and the same model this year shows the 1951 refrigerator is 5 1/4 in. less in height and 3 1/4 in. less in width."

Similar reductions are to be found in all the other models, he asserted. In addition to holding packaged frozen foods, the 2-cu. ft. freezer compartment of the 11.5-cu. ft. model has room for five quick-release ice trays, capable of making 70 ice cubes at one time.

The model's main food storage compartment is said to include several features aimed at saving consumers time and energy.

Newest of these is the "Odds & Ends" basket, fitted at the top of the main food compartment and designed to hold small home staples, such as baby foods, cheeses, sandwich meats, small jars, jams, and spreads.

Basket Eliminates Searching

The basket, which slides in and out, "eliminates troublesome searching through the entire refrigerator for small packages and jars," the company declared.

The model has three full-width stainless "Unichrome" shelves, adjustable to seven positions. Specially-partitioned removable shelf sections accommodate large bottles and storage of "king-size" foods.

Servel said its efforts to provide the 1951 models with a "scientifically-proven" device for storage and freshness protection of fruits and vegetables have resulted in the line-wise installation of "Dew-Action" fresheners.

The company's Royal series is rounded out with two smaller models—one with 8 cu. ft. of food capacity and one with 9 cu. ft.

All eight models in the three 1951 Servel series—the "Royal," "Deluxe," and "Economy"—are finished in white "Newtone," a company development. Interiors of the refrigerators are of white porcelain. Doors, which extend nearly to the floor, are trimmed in gray plastic and equipped with a polished horizontal handle which operates a "touch-action," semi-concealed "bulldog" latch.

Cory to Discontinue Coffee Brewer Model

CHICAGO—Cory Corp. here has announced that it will discontinue production on its model ACB copper chrome automatic coffee brewer on April 30, in compliance with the government's copper regulations.

Production of the automatic electric aluminum coffemaker will continue.

Government Contracts

PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing office under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid set is made.

DEPARTMENT OF DEFENSE

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following U. S. Army Ordnance Offices: Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Raritan Arsenal; Rock Island Arsenal; Springfield Armory; Watertown Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of those offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases.

Description	Quantity	Invitation No.	Opening Date
Commanding Officer Naval Supply Depot, Mechanicsburg, Penn., Attn: Code 778B			
Dehydrator-Refrigerator Wrought Copper Sheet-Non Refillable-To Mueller Brass Co Part Nos A-13950 NAD A-13594 Or Equal	1025 ea	71-20 135	7 Mar 51
Commanding Officer Naval Supply Depot, Mechanicsburg, Penn., Attn: Code 778X			
Fittings-Pipe And Refrigeration-Various Types And Sizes	384 ea	91-10272	3 Mar 51

GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
Chief, Supply Section, Public Buildings Service, General Services Administration, Washington 25, D. C.			
Repair Parts for Air Conditioning Units, Misc.	921 pcs	874	2-23-51
Chief, Construction and Repair Division, Public Buildings Service, General Services Administration, 214-M Post Office, Federal Annex, Atlanta, Ga.			
Exhaust Fans, Etc., U. S. Post Office, Hattiesburg, Miss.			2-23-51
Chief, Administrative Services Section, Public Buildings Service, General Services Administration, 12th Floor, 250 Hudson Street, New York 13, New York			
Mechanical Stoker For Heating Boiler, Etc., U. S. Post Office, Salamanca, N. Y.	1 job	FB-Region 2 1/18/51	2-21-51
Chief, Purchase Division, Federal Supply Service, General Services Administration, U S Court House, Seattle 4, Washington			
Washing Machines	2 ea	1-S-2153-1	2-27-51
Chief, Purchase Branch, Federal Supply Service, General Services Administration, Room 528, U S Court House, 219 S Clark Street, Chicago 4, Illinois			
Water Coolers	97 ea	CHD-2000	3-5-51

U. S. DEPARTMENT OF COMMERCE

Description	Quantity	Reference No.	App. Bid Date
Chief, Procurement Section, National Bureau of Standards, 620-11th St., N. W., Washington 25, D. C.			
Deep Freeze G E Model NA-11H Equal Or Better	1 ea	B-1-1754-51	2-15-51
Weather Bureau, Regional Office, 222 South West Temple, Salt Lake City, Utah			
Furnish And Install Evaporative Air Conditioner To Cool 9200 Cubic Feet Boise Idaho	1 ea	SLC4 /02221/	2-22-51

TENNESSEE VALLEY AUTHORITY

Description	Quantity	Reference No.	App. Bid Date
Chief, Materials Branch, Tennessee Valley Authority, Chattanooga, Tennessee			
Air Conditioning Unit	1 only	691591	2-20-51

Carrier Eliminates Some Models--

(Concluded from Page 1, Column 4) condensing units in the 3, 5, and 7 1/2-hp. range, which have already been extensively field tested, will be produced only on defense orders, Bynum said. The corporation has discontinued distribution of food freezers through dealers and distributors, and will produce these units only for a limited number of other outlets.

Further savings in scarce materials will be achieved through the elimination of certain models using a high proportion of critical metals and by increasing unit capacity in others, Bynum said.

It is expected that this will permit the production of a very substantial volume of equipment outside of the field of defense orders.

Carrier has cancelled its customary series of large-scale winter meetings with distributors and dealers for this year. However, the top echelon in Carrier's sales division will hold one-day distributor-dealer field council meetings in 10 cities, starting in Cleveland on Feb. 14.

Bynum; C. U. Spriggs, assistant general sales manager; J. A. Gazelle, dealer sales manager; and others will then move through Chicago, Kansas City, Dallas, Houston, New Orleans, Atlanta, Charlotte, and Philadelphia, before winding up in New York City on March 2.

The following product information will be covered in detail at these meetings.

Improved window sill air conditioning units are available in 1/2-hp., 3/4-hp., and 1-hp. models, optionally equipped with thermostatic control and with the exclusive Carrier "Humitrol" for increased dehumidification.

The units are supplied with a new, hinged cradle-type mounting, which permits quick, easy installation. The entire air conditioning unit slides easily in and out of the mounting for inspection and servicing.

Three console-type room air conditioners ranging up to 1 1/2 hp., which were in the 1950 line, have been discontinued. The larger of these units will be produced this year on defense orders only.

The five self-contained Weather-maker models have been improved functionally and in appearance, and are being produced in 3, 5, 7 1/2, 10, and 15-hp. sizes.

Humitrol controls on the two larger units have been simplified, and these two models have also been equipped with new, higher horsepower fan motors, for easy adaptation to either plenum or duct air distribution.

Color has been changed from copper beige to surf green.

New year-round air conditioning units, designed specifically for homes and introduced last year on a limited basis, will be given somewhat wider geographical distribution in 1951.

The unit provides ventilation, with filtered air, summer cooling and dehumidifying, and automatic gas heating all in a compact package, oper-

ated by a single thermostat, with a single control to switch from summer to winter operation.

Suitable for installation in basements or in closets or alcoves in ranch-type houses, the unit is available in three combinations of heating and cooling capacities.

The new-type cooling tower, produced in generally matching sizes with the self-contained Weather-makers, is particularly essential in areas where the water supply is restricted or expensive.

It now features a built-in, two-bend, eliminator blade section which reduces water consumption to a minimum.

The improved automatic ice cube maker, now available with a factory installed ice crusher as optional equipment, permits a choice of up to 450 lbs. daily of either cubes or selected grades of crushed ice at the turn of a knob.

Operating parts have been rearranged to facilitate cleaning and maintenance from the front of the unit. The units are produced in gun-metal gray or hygienic white, for hospital, hotel, restaurant, bar, etc.

The 1/2-hp. Humidry has been equipped with casters and handholds, so that it may be easily moved from one location to another, wherever room, basement, laboratory, storage area, or loft dampness is a problem.

Under room conditions of 80° F. and 70% relative humidity, this compact unit is capable of removing 18 pints of water from the air every 24 hours.

New models have been added to the line of spray and dry surface cold diffusers, in order to provide a greater range of refrigeration and air capacities, thus in some instances reducing the number of units necessary.

The evaporative condenser line has been expanded by addition of a larger model to cover an over-all capacity range of 13 to 78 tons.

Inspection and servicing have been simplified through redesign of the eliminator, now easily removable from the front of the unit; redesign of the micromet feeder, used to retard carbonate deposits on the coils, and now located on the outside of the unit; and through use of a removable basket strainer in the spray system.

Cold diffusers and evaporative condensers have been equipped with a new centrifugal fan which provides quiet, high air capacity operation at low rotating speeds, through a forward curve blade fan, and special scroll design.

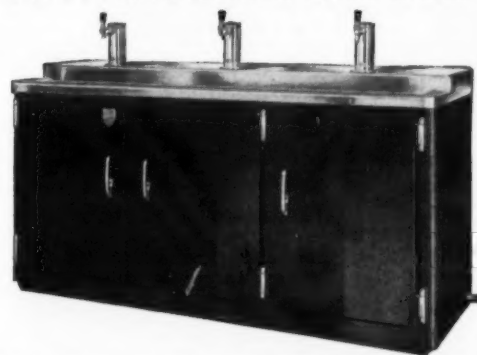
Both units are available in five sizes, and are sectionally constructed for easy handling and installation.

Cold diffusers and evaporative condensers will offer stainless steel fan wheels, scrolls, and eliminators as optional equipment. The units are hot-dipped galvanized after fabrication for corrosion resistance.

The Carrier 1951 dealer equipment list also includes reciprocating compressors ranging from 3 to 100 hp., a pre-fabricated reciprocating refrigeration machine of 100 tons capacity, a variety of heating units, spray humidifiers and dehumidifiers, and a line of fractional horsepower hermetic compressors.

LARGE CAPACITY...MULTI-PURPOSE

This COMPACT
3 on tap
plus 1 in storage
PERLICK
Direct Draw
DISPENSER



with patented AIR COOLED FAUCET STANDARDS
"TO CASH IN ON THE TREND TO DRAFT BEER."

in Black or
Stainless Steel

with or without
Condensing Unit

There's big business for the equipment house, in this large capacity Perlick Direct Draw Dispenser... and big business volume, too, for the dispensing establishment that installs it! Holds 4 stainless steel or aluminum half-barrels—three on tap and one in storage at the proper temperature, readily accessible for instant use. This is also an excellent model to equip with the Carbatap unit—or other optional equipment. Get in on the big profits you can enjoy from the big Perlick line.

Perlick
BRASS CO.
Milwaukee 10, Wis.

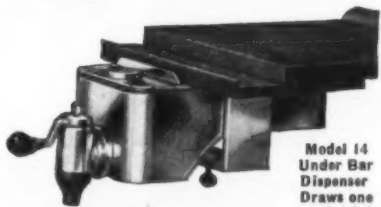
DEALERS - DISTRIBUTORS WANTED!

If you are prepared to handle sales, installation and service for our stainless steel soft drink dispensers for Bars and Taverns, advise business experience and state facts relative to your financial ability.

INCREASES PROFITS FOR
BARS AND TAVERNS

Exceptionally profitable to handle.—Write to

MULTIPLEX FAUCET CO. 4326 DUNCAN, Dept. ARN-14, ST. LOUIS, MO.
—MANUFACTURERS OF SOFT DRINK DISPENSERS OVER 45 YEARS—



Model 14
Under Bar
Dispenser
Draws one
sweet drink
and seltzer

Why Sell Yourself SHORT?

Don't be the Bashful Bob who says:

"Aw, I haven't got a chance. No air conditioning job I ever installed was unusual."

Don't be too sure about that!



Take another look at your sales file! Certainly there is at least one job in there that has some aspect to it that was different from any other you ever installed.

Well, get it out. Put it to work for you. Who says it won't win a prize in the

AIR CONDITIONING & REFRIGERATION NEWS \$1,000 PRIZE CONTEST

For the Most Unusual Air Conditioning Application

That modest (to you!) job could earn you \$10—\$25—\$50—or even \$100!—just by writing down the answers to a few simple questions, attaching a picture, and dropping them in the mailbox. Only a few minutes' work involved. What's more, the winners will get nationwide publicity through the pages of the NEWS.

What have you got to lose?

Here are all the facts. Read them. Then act now—Time is running out! Contest closes **MIDNIGHT, MARCH 1.**

THREE DIVISIONS

1. ROOM COOLER
2. PACKAGED UNIT
3. CENTRAL STATION

75 PRIZES (25 in each division)

FIRST \$100 SECOND \$50 THIRD \$25

NEXT 10 BEST ENTRIES \$10

NEXT 12 BEST 1 COPY OF "BOTH FEET ON THE GROUND"
BY GEORGE F. TAUBENECK

DUPLICATE PRIZES WILL BE AWARDED IN CASE OF TIES.
JUDGES DECISIONS WILL BE FINAL.

JUST FOLLOW THESE SIMPLE RULES

1. Write brief, complete description including:
Customer's name, address.
Type, name of air conditioning equipment used.
What job equipment is intended to do.
In what way is application unusual?
What were installation problems, if any?
How was sale made?
2. Submit picture of installation to show unusual aspects.
3. Mail picture, description to
CONTEST EDITOR,
AIR CONDITIONING & REFRIGERATION NEWS,
450 W. Fort St., Detroit 26, Mich.

ALL AIR CONDITIONING CONTRACTORS, DEALERS, AND THEIR EMPLOYEES ARE ELIGIBLE TO ENTER.

ATTACH THIS COUPON

Here is my entry in the unusual air conditioning application contest.

Picture is: attached ☐ sent under separate cover ☐

Please enter me in the following division:

Room Cooler ☐ packaged unit ☐ central system ☐
(As many separate entries may be made as desired.)

Name

Firm

Street & No.

City State

Please ☐ Distributor ☐ Dealer ☐ Contractor
Check ☐ Service ☐ Other

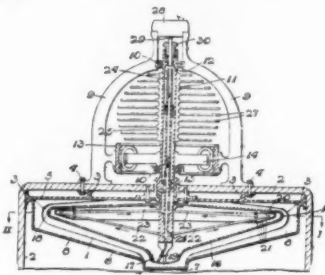
2-19-51

AIR CONDITIONING & REFRIGERATION NEWS
450 W. FORT ST., DETROIT 26, MICH.

PATENTS

Week of September 19
(Continued)

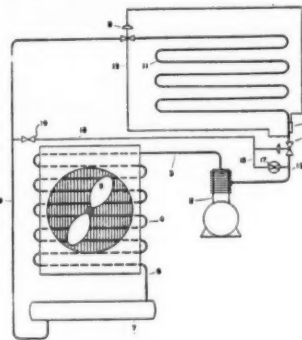
2,522,781. CENTRIFUGAL REFRIGERATING MACHINE. Hellmuth Alfredo Arturo Exner, Florida, Argentina. Application Jan. 3, 1947, Serial No. 719,997. In Argentina June 6, 1946. 9 Claims. (Cl. 62-117.5.)



1. In a centrifugally operating refrigerating machine, the combination comprising a rotatable hollow shaft closed at both ends, a housing providing a journal for the shaft, a hollow rotor affixed to the shaft and having a central opening communicating with the housing and having small radial openings vaporizing a refrigerant upon rotation of the rotor, a second tubular shaft fixed within the first shaft and bounding therewith an annular conduit, a hollow ring within the rotor, a tubular connection between the interior of the ring and the annular conduit, and a second tubular connection between the interior of the ring and the second tubular shaft.

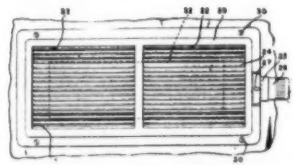
Week of September 26

2,523,451. LOAD-RESPONSIVE REFRIGERATION CONTROL. Edward L. Schulz, Lakewood, Ohio, and Edward A. Bailey, Marietta, N. Y., assignors to Carrier Corp., Syracuse, N. Y., a corporation of Delaware. Application Feb. 2, 1946, Serial No. 645,186. 4 Claims. (Cl. 62-2.)



1. In a refrigeration system, the combination of a compressor, a condenser connected to the compressor, an expansion valve, a discharge line connecting the expansion valve and the condenser, an evaporator connected to the expansion valve, a suction line connecting the evaporator with the compressor, means for governing the operation of the expansion valve in response to temperature in the suction line, a control valve disposed in the suction line, a line connecting the control valve with the discharge line, and second means in said connecting line for controlling passage of refrigerant therethrough, an increase in pressure in the discharge line above a predetermined level opening said second means and permitting the increase in pressure to be exerted on the control valve tending to move the control valve toward a closed position, movement of the control valve toward a closed position decreasing the quantity of refrigerant passing through the suction line.

2,523,499. AUTOMATIC THERMOSTATIC REGISTER. Bruce G. Copping, Atlanta, Ga., assignor to Don Mfg. Co., Chicago, Ill., a corporation of Illinois. Application May 8, 1948, Serial No. 25,838. 7 Claims. (Cl. 236-49.)

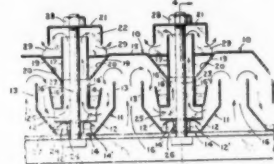


3. In an air flow control apparatus of the type including a duct with a thermostatically operated shutter at the end thereof for controlling the flow of air to a room, the improvement of a frame at the end of the duct and baffle elements projecting from the frame and together therewith forming a flow passage independent of the main duct outlet into the room, said flow passage having a restricted duct inlet and a proportionally greater room outlet, whereby air at duct pressures will pass through said duct inlet and through said flow passage at increased velocity and reduced pressure, and an open ended casing for the thermostatic control elements, said casing having one end thereof communicating with said flow passage and having the other end thereof communicating with said room, whereby air from the room will be aspirated through the casing into the flow passage for exposing the thermostatic control elements to room temperature.

2,523,529. ELIMINATOR FOR REFRIGERATION SYSTEM EVAPORATORS. Joseph B. Ewick, East Orange, N. J., assignor to Worthington Pump & Machinery Corp., Harrison, N. J., a corporation of Delaware. Application July 1, 1949, Serial No. 102,592. 8 Claims. (Cl. 183-75.)

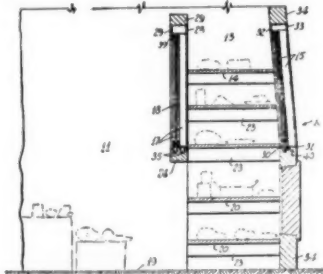
1. In an eliminator in the cooler of a refrigerating system in which a volatile liquid refrigerant is employed, an assembled housing including a plurality of alternate upwardly open and downwardly open flow guiding separation channels

having lateral communication one with the other, means in said channels forming collection channels for separated out liquid, said collection channels discharging collected liquid at one end of the assembled housing, said flow guiding separation channels formed of approximately identically shaped elements arranged in alternate reverse relationship, the sides of said elements forming the upwardly opening flow guiding channels and the sides of the downwardly opening channels forming elements extending into the upwardly opening flow guiding channels to form sinuous paths for vapor, the facing sides of the elements forming the downwardly opening channels spaced to provide an up-



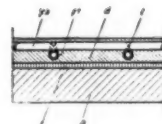
flow outlet chute for vapor and entrained liquid to leave the flow guiding channels, and means forming downwardly and laterally opening flow guiding channels located above the outlets of said outlet chutes, parts of the sides of the elements forming the downwardly opening channels disposed at acute angles to the sides of the upflow chutes to form collection channels for collecting liquid separated out in said downwardly and laterally opening channels, longitudinally spaced laterally extending supporting spacers in said downwardly and laterally opening channels and longitudinally spaced laterally extending supporting spacers in said upwardly opening flow guiding separation channels.

2,523,593. FROSTED FOOD CABINET. Charles S. Ruffa, New York, N. Y. Application June 30, 1947, Serial No. 758,189. 2 Claims. (Cl. 62-89.5.)



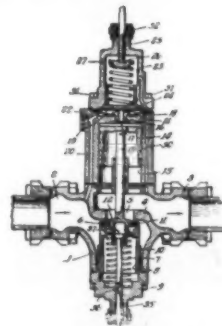
1. A refrigerated cabinet of the walk-in type having a door for a person to enter, a compartment disposed along one side of said cabinet in substantially breast height of said person, one or more manually slidable inner doors separating said compartment from the rest of the cabinet, one or more manually slidable transparent doors separating said compartment from the outer atmosphere, said transparent doors being thermally insulated, a plurality of shelves within said compartment, and a plurality of shelves underneath said compartment, said latter shelves being accessible from the outside through one or more hinged doors.

2,523,807. RADIATING PANEL FOR HEATING AND COOLING SYSTEMS. Henri Borghesani, Nice, France. Application Dec. 13, 1945, Serial No. 634,835. In France Dec. 14, 1944. 1 Claim. (Cl. 257-124.)



A radiating panel for use in heating and cooling systems for rooms of buildings, comprising a concrete slab having a radiating surface, a first tubular coil embedded in said concrete slab in a plane adjacent and parallel to said radiating surface and having parallel convolutions extending over the whole of said radiating surface, and a second tubular coil embedded in said concrete slab in a different plane that is parallel to said radiating surface and farther from said radiating surface than said first coil, said second coil having parallel convolutions extending also over the whole of said radiating surface, the convolutions of said second tubular coil being placed at an angle with respect to the convolutions of said first tubular coil, and the outlet of said second tubular coil being connected to the inlet of said first tubular coil.

2,523,826. BACK PRESSURE REGULATOR VALVE. Charles J. Heinzelman, Antioch, Ill., assignor to Hubbell Corp., Chicago, Ill., a corporation of Illinois. Application Oct. 21, 1944, Serial No. 559,823. 2 Claims. (Cl. 137-153.)



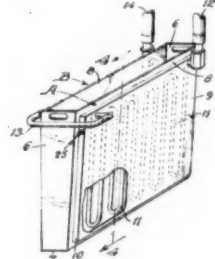
1. In a back pressure regulator for refrigerating systems operating at sub-atmospheric pressure, said regulator com-

prising a valve chamber having an inlet passage and an outlet passage with a partition therebetween having a port, a normally seated main valve controlling said port, spring means yieldingly holding said main valve to its seat, a first cylinder provided with a first sleeve type piston having one end closed therein, a valve stem having loose contact at one end with the closed end of said piston and loose contact at its other end with said main valve, an inlet port in the end of said cylinder farthest removed from the main valve and in alignment with the axis of the main valve, a second cylinder in axial alignment with the axis of the inlet port, a second piston in said second cylinder, spring means in the second piston for normally urging the second piston into position to close said inlet port, means for adjusting the tension of said last mentioned spring means, a duct leading from the inlet passage of the valve chamber to a space between the second piston and the first cylinder whereby pressure acting through said duct moves the second piston to open said inlet port and move the first piston to open said main valve, a second duct leading from the outlet passage into the second cylinder at the end of the second piston opposite the first duct and subjecting the second piston to the pressure of the outlet passage whereby when the outlet pressure plus the pressure of the spring acting on the second piston exceeds the inlet pressure the second piston will close said inlet port, said second cylinder being sealed against external atmospheric pressure.

2,523,863. WORKING FLUID FOR COMPRESSION REFRIGERATION SYSTEMS. Stanley V. Cook, Dayton, and Alfred E. Bishop, Oakwood, Ohio, assignors to General Motors Corp., Dayton, Ohio, a corporation of Delaware. No Drawing. Application Sept. 21, 1946, Serial No. 698,423. 7 Claims. (Cl. 252-68.)

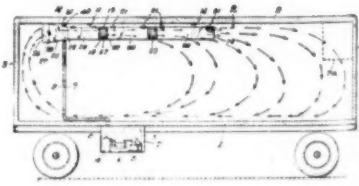
1. A working fluid for a compression refrigerating system consisting of as its major constituents a refrigerant halofluoro derivative of an aliphatic hydrocarbon as the refrigerant and mineral oil and as its minor constituent a mono-hydroxy alcohol having no more than 4 carbon atoms in the molecule and an organic oxide inhibitor of the type in which the oxygen atom is linked directly to two non-adjacent carbon atoms in a linked hydrocarbon chain of 3 to 6 carbon atoms, said inhibitor being in an amount not more than 5% of the refrigerant in the system.

2,523,956. BLOCK FREEZING UNIT. Herman W. Kleist, Chicago, Ill., assignor to Dole Refrigerating Co., Chicago, Ill., a corporation of Illinois. Application Jan. 18, 1947, Serial No. 722,895. 4 Claims. (Cl. 62-158.)



1. In a freezing assembly, an open-topped freezing cell including side walls, end walls and a bottom wall, said walls constituting an open-topped mold, each side wall including a plate structure having an outer wall element and an inner wall element, the wall elements of each plate structure lying in generally parallel planes and being connected around their edges to define an interior sealed from the atmosphere, a coil in the interior of each plate, and inlet and outlet pipes for each plate structure adapted for the circulation through each coil of a volatile refrigerant, the end walls being of slightly trapezoid form and the side walls diverging slightly apart toward the open top of the cell.

2,523,957. TRANSPORTATION REFRIGERATION UNIT. Herman W. Kleist, Chicago, Ill., assignor to Dole Refrigerating Co., Chicago, Ill., a corporation of Illinois. Application Jan. 18, 1947, Serial No. 722,896. 6 Claims. (Cl. 62-102.)



1. In a cooling unit for cooling cars, trucks and the like, a plurality of generally horizontal refrigerating plates having substantially plane, opposed surfaces, spacing means for maintaining said plates in predetermined and generally parallel relationship with generally uniform spacing between the opposed plane surfaces of adjacent plates, a housing surrounding said plates and defining, with said plates, air spaces between adjacent plates, said housing and plates being of substantially greater length than the width of the plates, an air delivery housing communicating with the interior of said first mentioned housing, and means for directing air through said air delivery housing and into the first mentioned housing along and between the plates in said plate surrounding housing, said plate surrounding housing having a plurality of outlets in intermediate the ends of said plates, in communication with the spaces between said plates, and having an end outlet at the end of said housing opposite to said air delivery housing.

MISSING SOMETHING?

More and better useful information is yours for the asking. See "What's New" page.



'BOGGLEDYGOOK' IS CLEAR TO STATISTICIAN

A. J. Wood & Co.
Philadelphia, Pa.

Editor:

Your editorial "Are the Terms of Opinion Research Designed to Confuse Businessmen?" in your publication of Dec. 11, has just been called to our attention by one of our clients. We have read it with both amusement and exasperation. Amusement because its conclusions were so childish—exasperation because it is the type of malicious commentary which has been saddled on our profession in the erroneous belief that it is an exercise in crystal gazing rather than a new science.

The terms of opinion research and of market research are technical terms which are well understood by those engaged in the social sciences and in statistics. They can no more be classed as "boggledygook" (this word, incidentally, seems to be one of the favorite words of editors designed to confuse statisticians) than the terms of the medical profession.

There is no more reason for the average businessman to understand the meaning of these technical terms than there is for him to know the technical meaning of his doctor's diagnosis. The conclusions brought out by market research can be expressed in straightforward business language just as the doctor expresses the necessary treatment in straightforward language. However, in both of these cases, the reasoning behind that treatment may necessitate the use of technical know-how and technical terminology.

If your editorial had confined itself to the terminology of opinion research, this letter would not have

been written; however, your statement that "research is based on a fallacious assumption, i.e. that people will tell their real beliefs to a stranger" is one which is completely unsubstantiated. This is a very serious claim, and we feel that your responsibility to your readers is being abused.

We have so many illustrations which conclusively prove that the results of properly conducted research techniques will enable the businessman to improve his sales that we have no question as to the validity of research procedure. We know that for every example which you can submit of fallacious findings of survey procedures, there are actually hundreds which can be shown where people told their real beliefs to strangers, where this information was used as a basis for merchandising, and where the results showed concretely that the original information was well-founded.

I hope that you will publish this letter to help clarify the situation.

DAVID HAFNER,
Chief Statistician

Answer: We still think there's too much hocus-pocus in this "science."

'FIGHT' FOR SMALL DEALER IS GOOD RADIO MATERIAL

Tucumcari Electric Shop
Tucumcari, N. M.

Editor:

I think your articles covering your "fight" for the small merchant and the continued freedom of this nation are outstanding. In fact, I have used several of your articles on my daily radio program finding them especially good. Didn't ask your permission for their use—but knew they should be shared with a local thinking population.

MAUDE BURNHAM

'YOU'LL LOVE THIS ONE' HANDY FOR INSTRUCTOR

The Harry P. Bridge Co.
Philadelphia, Pa.

Editor:

Your book of anecdotes has proved mighty useful in my talks before College Advertising Classes. Why not write another—based exclusively on advertising incidents and jokes? I'd be glad to contribute—and I'm sure it is a woefully neglected field.

H. P. BRIDGE

WILL STORED APPLES CAUSE FOIL TO CORRODE?

Home and Hotel Equipment Co.
Overlook Terrace
Allentown, Pa.

Editor:

Read with interest your description of how to make cheap cold storage rooms for the farmer of aluminum foil.

I am wondering if foil has any properties that real aluminum does not have.

We recently built a storage room for an apple and vegetable dealer. Our representative returned one of the access hole plates to show what happened to all the plates used in the cooler.

Recently an apple grower called on us and asked us to make him some heavy stainless steel angles to support his shelves. Upon inquiry we found that he had used steel angles. Then someone recommended aluminum and the result was that the apples ate the aluminum to a powder.

We are mailing you one of these plates to show you what the apples do to this material.

Your magazine is our business bible and we would hate to carry out a suggestion of this kind if foil is affected same as the solid material and personally I can see no reason why it should be better.

S. W. CHRISTINE

Answer: We have conferred with some of the foil people on this matter and they claim that the insulating foil will not be subject to such corrosive action, because aluminum foil is reportedly made with "pure" aluminum, whereas structural aluminum contains some alloy which makes it subject to some corrosive effects. If you want further information on this, I suggest that you write:

Aluminum Co. of America, 801 Gulf Bldg., Pittsburgh; and Infra-Insulation, Inc., 10 Murray St., New York City.

DEALER SERVICE WELL COVERED IN 'BOTH FEET'

Milwaukee, Wis.

Editor:

I have read Chapter No. 16 in your book, "Both Feet On The Ground," and I must compliment you on a well-stated review of dealer service. It has some excellent material in it, and it shows that you are remarkably familiar with the requirements of a service department.

PAUL B. REED

'DUAL TEMP' IS ADMIRAL REGISTERED TRADE-MARK

Admiral Corp.
3800 Cortland St.
Chicago, Ill.

Editor:

In some recent issues of the publication AIR CONDITIONING & REFRIGERATION NEWS, your publication has referred to certain types of two-temperature refrigerators as "Dual Temp" units. For instance, see the article on page 1 of the Jan. 8, 1951, issue entitled "Fewer Models Predicted by 'Inside' Story."

Admiral Corp. is the owner of the registered trade-mark "Dual Temp," No. 406,922, of May 9, 1944, for household refrigerators. The manner in which the name is being used is undesirable because of the fact that it is a trade-mark.

Admiral Corp. has spent large sums of money advertising this name in connection with their product. As a result, there has been built up a considerable amount of goodwill in connection with the name. Any use of the mark, except in connection with Admiral Dual Temp two-temperature refrigerators, is apt to be damaging to this goodwill.

J. D. DOUGLAS,
Patent Department

WE WILL BUY!

EXPANSION VALVES
SOLENOID VALVES, ALL TYPES
REF. FITTINGS and PARTS

ANY QUANTITIES • MUST BE NEW
Write, Phone Or Call For
IMMEDIATE ACTION
TRACO Industrial Corp.
455 W. 19 St., N. Y. 19, WATKINS 4-4302
(Send for Traco's complete list of sensational bargains)

What Was New at Dallas Rema-RSES Educational Conference



OBSERVE TO LEARN—Was the order of the day during the recent REMA-RSES Educational Exhibit and Conference held in Dallas. At left Jack Glass of Chase Supply Co., Chicago, president of Refrigeration Equipment Wholesalers Association, watches W. A. Siegfried of Superior Valve & Fittings Co. demonstrate one of the company's products. At right I. A. Wilson of Superior shows a big valve to Herbert Kraft, New Braunfels, Texas. Next educational conference will be held April 6 to 8 in Buffalo.



CONTROLLED COIL OPERATION—A demonstration of the proper operation and control of a Larkin coil is occupying the attention of (l. to r.) J. E. Holt, William Burnett, Richard Sharpe, James Palmer of Larkin Coils, Inc., and Roger L. Burnett.



FLOW-CONTROL DEVICE—In operation is demonstrated with glass evaporator as Arley Baker, sales promotion manager of Alco Valve Co., demonstrates refrigerant flow as fed by an expansion valve. Others in the picture are James Ford and Charles Cauthorn, Houston; Ben Knox, Atlanta; and George J. Boepple of Alco.

Subscribe Now

Receive the greatest trade paper in the Industry—AIR CONDITIONING & REFRIGERATION NEWS. Published every week. Brings you latest news and vital information on household refrigeration, commercial refrigeration, air conditioning, home freezers; manufacturing, distributing, retailing, servicing, and contracting. Only \$5 per year, 52 issues.

Fill in coupon and mail today

AIR CONDITIONING & REFRIGERATION NEWS
450 West Fort Street, Detroit 26, Michigan

Gentlemen: Send the NEWS for one year.

☐ \$5 enclosed ☐ Bill me ☐ Bill the company

Name.....

Company.....

Street.....

City..... Zone..... State.....

2-19-51

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

SERVICE ENGINEER desires permanent berth. 18 years experience in service & erection of all tonnages & phases of refrigeration. Service manager two years, own business one year. Master mechanics license. Marine refrigeration engineers license. Desire position of service manager, maintenance crew chief or field representative in Los Angeles or vicinity. BOX 3674, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

SALESMAN, WONDERFUL opportunity with Chicago distributor for Hill, Carrier, Columbus, General, and other top lines specializing in complete installations for food marts, restaurants, bars, etc. Must know store planning. Replies treated confidentially. Write LEE SHELL COMPANY, attention Mr. I. W. Shell, 1141 West Madison Street, Chicago 7, Illinois.

MANUFACTURER'S AGENT for California for Remington room air conditioners and dehumidifiers, including related products for military and civil defense opportunities. Sales engineering experience in air conditioning or refrigeration required. For personal interview rush detailed qualifications to E. A. Bonnell, General Sales Manager, REMINGTON AIR CONDITIONING DIVISION, Auburn, N. Y.

50 YEAR old mfr. of refrigerated store fixtures offers exclusive sales deal to mfr. agents handling allied equipment in (1) western Mo., Kan., Neb. & Okla. (2) Ark., La. to Fla. One of the most complete lines in the industry. BOX 3672, Air Conditioning & Refrigeration News.

SALESMEN FOR Koch Refrigerators company distributor in the Pittsburgh area, to sell to dealers wholesale and retail

accounts. Also refrigeration in other lines of equipment. Must be experienced in food store layouts. 50% profit split over cost of equipment. You make your own prices. Excellent opportunity for right man. BOX 3673, Air Conditioning & Refrigeration News.

SERVICE AND installation manager. Thoroughly experienced man wanted to take complete charge of commercial refrigeration and air conditioning installation and service departments for distributor handling complete line of display fixtures and air conditioning. Must be able to handle crew of approximately 15 men. Top salary will be paid to man with top qualifications. Only thoroughly qualified and experienced man will be given consideration. Apply giving experience and qualifications. Must be willing to locate in medium sized city near Philadelphia, Pa. BOX 3676, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

FOR SALE: 2—model LHS500 Dole Ice-Cel units, in eastern part of the country, used three months. BOX 3667, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FOR SALE: One of the largest and oldest independent refrigeration service businesses in central Florida. Two new trucks, medium inventory, and manufacturer's service contract. Year around business. Disposal due to health of partner. BOX 3660, Air Conditioning & Refrigeration News.

BUSINESS FOR sale: Refrigeration and appliance business. Established 1933. Doing over \$125,000 yearly. Inventory \$50,000. Population over 100,000. Fastest growing city in Southwest. BOX 3675, Air Conditioning & Refrigeration News.

MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year warranty. Write for prices and shipping instructions. Genuine Norge terminals for Norge sealed units. Complete set of three, \$1.45 plus postage. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Michigan.

Frigidaire '51 Line Has New Features--

(Concluded from Page 1, Column 5)
tively styled, featuring graceful, full-length doors with vertical latches. The larger of the two models (DO-107) has a storage capacity of 10.7 cu. ft. while the other, (DO-90), has a storage capacity of 9 cu. ft.

Both are equipped with large full-width super-freezer chests which hold, depending upon the model, 49 and 46 lbs. of frozen food. Quickcube ice trays rest on a fast-freezing shelf which extends full-width across the top of the freezer. An Ice-Blue, gold and plastic freezer door swings down to form a convenient shelf for loading and unloading the freezer chest.

Sliding and adjustable aluminum shelves are included. Total shelf area is 23.4 sq. ft. in the larger model and 19.6 sq. ft. in the other. Additional features are: full-width plastic chill drawers for storing extra ice cubes or flat cuts of meat; basket drawers of 7.1-qt. capacity, 25% larger than before, for storing package items; and twin stack-up Hydrators with a combined capacity of 23 qts. In addition to a cold-control, deluxe refrigerator are also equipped with a "Season Control."

FULL-WIDTH FREEZER ON MASTER MODEL

Full-width super-freezer chests similar to those on deluxe models are highlighted on two radically new Master refrigerators with full-length doors. The 8.1-cu. ft. Master refrigerator (MO-81) will store up to 41 lbs. of frozen food while the 7.1-cu. ft. model (MO-71) has a 37-lb. capacity freezing compartment. A "swing-down" insulated door of Ice-Blue decor keeps low temperatures inside.

In addition, these Master models are equipped with full-width plastic Chill Drawers; adjustable shelves and acid-resisting porcelain-finished interiors. The larger model has twin stack-up Hydrators while the other is equipped with a single Hydrator combined with a convenient lift-out half shelf.

The household refrigerator line also includes two Standard refrigerators, one of 8.2-cu. ft. capacity (SO-82) and the other, (SO-73), with 7.3-cu. ft. capacity. These models are equipped with large super-freezers; 9.6-qt. capacity Hydrators, full-width and half shelves, and Cold Storage trays. A 6-cu. ft. (AO-60), and 4.3-cu. ft. model of counter height (AO-43) are also included.

For big families, there is an extra-large two-door household refrigerator with 17.1 cu. ft. of storage space.

New electric ranges include a deluxe two-oven range; two Wonder Oven models and other 40, 30, and 21-in. models. The new ranges are white porcelain-finished creations with the new slanted front styling, one-piece "Flowing Tops," and high back panels.

ONE OVEN BECOMES TWO

However, focal point of the new line is the Wonder Oven on the RO-60 and RO-50 models. This radically new development provides an oven that permits preparation of different foods at different temperatures at the same time, in the same oven. This unique procedure is accomplished by converting one large single oven into two separate ovens with a movable unit. The upper oven has two heating units so that it may be used for broiling as well as baking or roasting. The lower oven is equipped with a single bottom heating unit, especially designed for baking or roasting. There are separate controls for each oven.

When the upper oven is used for broiling and the oven door is left ajar, a separate sliding inner door will close off the lower oven so that baking temperatures can be maintained. Thus, the housewife will find that she can bake in the lower oven while broiling in the upper oven.

Another feature of the new Wonder Oven is that the two ovens can be

converted in a matter of seconds into a single giant oven of 6,160 cu. in., 25% larger than last year's standard ovens. This is accomplished by simply moving the center section to the bottom of the oven.

Over-all oven dimensions are 20 in. high, 19 1/4 in. deep, and 16 in. wide. When used as combination ovens, the upper oven is 10 1/2 in. high while the lower oven is 9 1/2 in. high. The "Cook-Master" provides automatic oven cooking for the upper oven when combination ovens are in use, or for the entire oven.

Like all Frigidaire ovens, the Wonder-Oven is heavily insulated on all six sides, keeping the heat inside and operating costs at a minimum. One piece construction and an automatic interior light are other features. Shelves are adjustable to 10 different positions, equipped with lock-stops and are non-tipping.

In addition to the Wonder Oven, the RO-60 and RO-50 ranges have a number of other new features. For example, there is a new electric time signal with two different speeds, one for stop-watch precision timing for short cooking periods and the other for periods up to 1 1/2 hours. When the time is up, a buzzer signals that the food is ready.

ILLUMINATED SWITCH KNOBS

Switch knobs located on the front, illuminated to indicate which surface unit is in operation and the cooking heat employed, are featured on the RO-60. Oven signal lights are located on the back panel. Big new storage drawers provide more usable space in the new models. For instance, the full-width drawer across the bottom of the range is 15% larger, and the handy warmer drawer on the RO-60 range provides 20% more room than before. The RO-60 also offers Cook-Master clock-control for small "plug-in" appliances as well as for the oven.

Other features include four fast-heating "Radiantube" surface units, one of which is of the lift-up type; triple-duty "Thermizer" cooker equipped with a "Thriftomatic" switch that cooks on "high" for 20 minutes then automatically switches to "simmer" to continue the operation on minimum current; a "Simpli-Matic" oven control that preheats the oven and automatically switches to the baking or roasting temperature desired, and fluorescent cooking top lamps.

The top model of the entire line, the RO-70 deluxe range has all of the deluxe RO-60 model features, but instead of the Wonder Oven is equipped with two separate "Even-Heat" ovens and two high-speed broilers, providing a combined oven capacity of 10,280 cu. in. The extra-large 6,160-cu. in. oven has one third more usable space than ever before. The smaller oven has a capacity of 4,120-cu. in. This top deluxe model is equipped with the Triple-Duty Thermizer cooker that not only cooks and bakes, but lifts up to provide a fourth surface cooking unit.

40-IN. MODELS HAVE DELUXE FEATURES

Many features of the more expensive models have also been incorporated into other 40-in. ranges, designed for smaller family budgets. These models contain all of the Loewy styling features including the new high back, slanted front, one-piece Flowing Top, and fluorescent lamps. Also featured is the new extra-large oven, providing one third more usable space, and utensil drawers 15 and 20% larger.

One model has a new control panel with a time signal and Cook-Master oven control, plus a Triple-Duty Thermizer and "lift-up" Radiantube surface cooking unit. All ranges are porcelain finished inside and out, have adjustable leveling glides, counter-balanced oven doors, oven interior lights, two lock-stop, non-tipping oven shelves, porcelain reflector bowls under surface units, and many other regular Frigidaire features.

Last year, Frigidaire introduced a new low-priced 30-in. "Thrifty-30" range, equipped with the largest oven in any household model. Two improved models (RO-30 and RO-35) are being featured again this year. These models feature giant full-width ovens each of 6,207-cu. in. capacity—large enough to hold 10 loaves of bread or six pies.

A time signal has been added and both models have four fast-heating Radiantube units. The RO-35 range is equipped with a combination Cook-Master and cooking lamp, plus a full-width utensil drawer. A compact

21-in. range, complete with three Radiantube units and a large oven, rounds out the line.

The streamlined automatic clothes washer, which was introduced last summer, features: An improved Select-O-Dial timer not only controlling normal washing time, but shorter or longer periods; an automatic signal light; a pulsator affording "Live-Water" washing action; and a single porcelain-finished tub with a spinning action of 1,140 r.p.m.

A new rubber pulsator, which prevents jamming if small articles or toys are left in clothing accidentally, is another feature along with a new flexible rubber cap which incorporates a measuring cup in the soap dispenser.

DRIER HAS 'HEAT SELECTOR'

An automatic clothes drier features a new "Heat Selector" permitting heat selection for various types of clothing; a "Dry-O-Matic" switch to control drying time; and an automatic signal light. An electric ironer offers such features as foot control operation, sagproof ironer roll, open roll drive, tilt-back cabinet top, adjustable heat controls, and two-speed ironing.

Food freezers with 9, 12, and 18 cu. ft. of storage space are also in the Frigidaire line. Cabinets are designed for both freezing of fresh foods and frozen food storage. Wrap-around refrigerant coils in all four walls and bottom provide fast freezing and maintain constant low temperatures throughout the cabinet. Counterbalanced hinged lids lift easily. Handy storage baskets for storing packaged foods slide on special tracks, permitting easy access to the bulk storage area.

Dairy Equipment-- Copper Order Effects--

(Concluded from Page 1, Column 5)

The NPA a few days later told representatives of the automobile industry that it is already at work on a program to provide enough scarce materials for repair parts to keep automobiles and trucks running, this program to be a part of the "Controlled Materials Plan," which is expected to be in operation by July 1. The automobile industry representatives told NPA that two and one half times as much material will be needed for repair parts for autos in 1951 as was needed in 1941.

The dairy supply industry representatives pointed out that there are no practical substitutes for stainless steel.

They warned that unless supplies of the metal and other essential alloys were made available, dairy food production would be seriously affected.

Refrigerated Equipment Holds Price on BTC Ice Cube Maker

NEW YORK CITY—Refrigerated Equipment Sales Corp., here, has announced that it is holding the price lines on its "BTC" ice cube maker.

The BTC cube maker has 24 standard size quick release trays with 384 cube-per-freezing capacity, at an average time of 3 hours per freezing. Special feature is a storage compartment with a separate outside door, eliminating the opening of the freezing section every time cubes are needed. The ice cube maker operates with a 1/8-hp. condensing unit.

(Concluded from Page 1, Column 3)

Also on the banned list is the use of "tubing and fittings for interior piping systems" but this is not expected to affect the use of copper tubing in refrigeration equipment.

The copper order M-12 has been one of the most puzzling of the orders issued by the NPA, and one of the men in the copper field says that "on Jan. 2, right after the order was issued, I thought I understood it perfectly; today I'm not sure that I understand it at all. However, my suggestion to those who seek relief from the order or a direct-from-headquarters interpretation should do this:

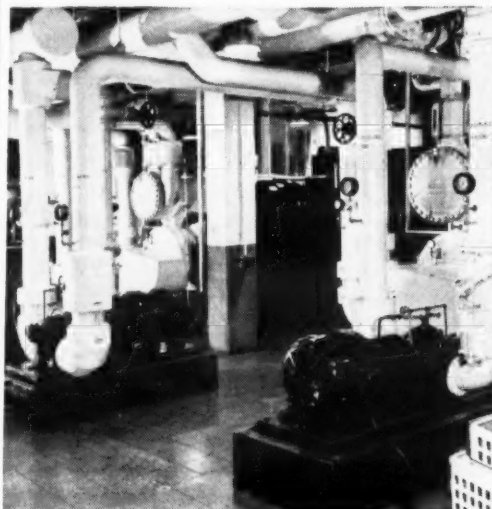
"Visit or send a representative to NPA's Copper and Brass Section offices in Temporary 'T' Building at 14th and Constitution Aves. in Washington. On the bulletin board there are a list of offices that cover various 'end uses' of copper."

25% Tax Delay Seen--

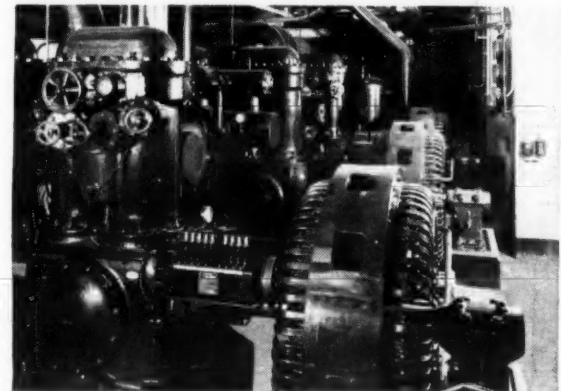
(Concluded from Page 1, Column 4)

"Such a tax as proposed is discriminatory in that it singles out certain necessities, rather than being levied equitably on all industries."

Charles G. Pyle, executive secretary of the National Association of Electrical Distributors, points out that the tax would be impractical because "it is aimed at raising an additional \$425 millions a year on appliance taxes, but the tax would bring about such a sales setback that the securing of additional tax revenue in the amount estimated would be impossible."



Carrier installation in Nemours Building



York installation in Du Pont Building



Among the "firsts" in air conditioned offices

It was a new idea when these two large buildings were completely air conditioned with "Freon" equipment

The installations in both the Du Pont Building (right above) and the Nemours Building (left) in Wilmington, Delaware, were pioneers in the field of air conditioning.

Among the earliest (1938) big office structures to be completely converted to air conditioning, the DuPont Building, towering 14 stories, contains over 440,000 sq. ft. of rentable floor area. Its 1500 offices are fully modernized with comfort air conditioning the year round. A battery of four York Reciprocating Compressors, each of 300 tons capacity, using "Freon-12," provides safe, dependable comfort air conditioning at the rate of 443,000 cfm, serving thousands who work in the building.

Among the first (1935) to be designed and built around plans for air conditioning throughout, the Nemours Building—also a 14-story structure, with 421,000 sq. ft. of space—has concealed built-in air ducts and airdistribution vents attractively and effectively located below windows in each of its 1500 offices. Complete air changes occur in every office five times an hour . . . providing a total of 387,000 cfm of conditioned air at 72°F. in winter, to 78°F. during warm summer months. A portion of the operating equipment (left above) includes two 400-ton Carrier Centrifugal Compressors using "Freon-11."

"Freon" refrigerants are ideal for large installations. They are safe

. . . nonflammable, nonexplosive, practically nontoxic. They have a reputation for continued economical and efficient operation in both large and small equipment. That is why . . . when you consider the installation of air conditioning systems . . . you should choose machines designed to use "Freon" refrigerants. E. I. du Pont de Nemours & Co., Inc., "Kinetic" Chemicals Division, Wilmington 98, Delaware.



Better Things for Better Living . . . through Chemistry



FREON

SAFE REFRIGERANTS

"Freon" is Du Pont's registered trademark for its fluorinated hydrocarbon refrigerants.

WASHINGTON ENGINEERING REPRESENTATIVE

Registered Consulting Engineers
Desire Additional Mechanical-Electrical Accounts. Min. Fee \$200.00 per Month. Suite 713, 1424 K St., N.W., Wash. 5, D. C.